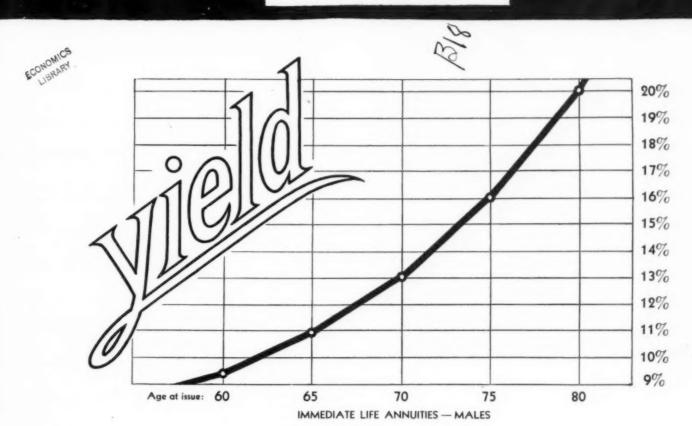
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FRIDAY, APRIL 29, 1932



# THAT'S WHY THEY ARE EASY TO SELL

The next time you have a prospect for a life annuity, it will be worth your while to remember this: Phoenix Mutual annuities are easy to sell because they offer, to an unusual degree, just what your prospect wants.

There is the obvious security of a contract backed by a conservative New England institution with ample resources and an 81-year record of sound financial service.

And, of course, high yield adds to

their attractiveness. For example, as the above chart shows, immediate life annuities for men guarantee returns which range from 9.4% at age 60 to 20% at age 80.

Finally, complete facilities are at your disposal. You can assure your client of prompt service, the selection of a plan to suit his needs, and the privilege of having his income paid semi-annually, quarterly, or monthly.

Write today for a schedule of rates.

PHOENIX MUTUAL LIFE INSURANCE CO.

Home Office: Hartford, Conn.

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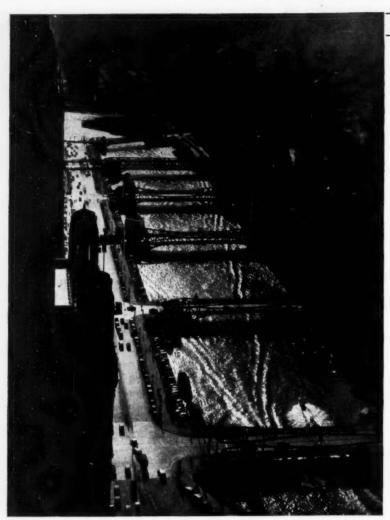
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Photograph by Torkel Korling

This is one in a series of advertisements devoted to an exposition of those intangibles which make Chicago "a city with a personality."

The Illinois Life through these advertisements pays homage to Chicago. Being the oldest legal reserve life insurance company, now active, to be chartered by the State of Illinois, and having maintained "head-quarters" in Chicago for thirty-nine years, the Illinois Life feels justified in this effort to offset some of the unfair publicity which Chicago has received by presenting a glimpse at the other side of the picture.



Raymond W. Stevens, President

# Channel of Trade

GLISTENING waterway. Flowing vein of commerce. Gleaming like molten metal, the Chicago river pushes its winding way through the very heart of the city. Bearing on its rippled surface vessels of many descriptions. Freighters, barges, passenger-steamers, tugs. Even a scattering of pleasure boats, from private yachts to public speedsters. \* Spanning it at regular intervals are bridges whose arms stretch skyward when floating craft demand the right of way. Street-cars, trucks, automobiles, and pedestrians await their turn; "the bridge is up." \* River traffic and water transportation are important factors in Chicago's business and recreation.

## ILLINOIS LIFE INSURANCE CO.

ILLINOIS LIFE BUILDING & CHICAGO & 1212 LAKE SHORE DRIVE

CHICAGO: A GOOD PLACE TO LIVE, A GOOD PLACE TO WORK

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company.

Office of publication, 175 W. Jackson Blvd., Chicago, Ill. Thirty-sixth year. No. 18. Friday, April 29, 1932. \$3.00 per year. 15 cents per copy. Entered as second-class matter, June 9, 1900, at postoffice at Chicago, Ill., under act of March 3, 1879.

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# The National Underwriter

## LIFE INSURANCE EDITION

Thirty-Sixth Year No. 18

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, APRIL 29, 1932

\$3.00 Per Year, 15 Cents a Copy

## Anti-Selection Is Seen in Lapsation

Serious After-Effect of Heavy Demand for Policy Loans Is Feared

SUICIDES CAUSE CONCERN

Inferior Agency Selection and Possible Over-Selling of Investment Idea Noted by Official

Some very disturbing factors are ing noted by medical directors and nderwriters in studying mortality fig-

while general mortality as own for all lives, insured and uninred, by the "Weekly Health Index" the Bureau of Census, Department Commerce, is improving, and even dustrial insurance mortality is extremely favorable, ordinary mortality is not. The "Index" for the week ending April 16 shows the death rate in 85 reporting cities for the first 15 weeks of 1932 is 12.6 as compared to 13.8 for the name period last year.

### Auto Death Rate Drops

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The automobile death rate for the ame period was 21.6 per 100,000 estimated population, as against 23.3 in the ame period of 1931. On industrial inwance, the "Index" reports a death at of 10.6 per 1,000 policies in force or the same period this year, as against 12 last year.

1.3 last year. These figures, however, give an entrely erroneous impression as to what happening in ordinary life insurance. The fact is that ordinary is suffering tom three powerful factors, the effect two of which in months to come it is miscinated will be more strongly felt. icipated will be more strongly felt.

### Suicides Pressing Problem

Contrary to popular conception in the suicides have not been coned to large policyholders. The more wily insured person who has comtted suicide has been in the limelight tause of the size of the loss which has occasioned, but his type does not arly account for the huge total of cide claims. One company last year ad over 13 percent of its total death aims chargeable to suicides. Many ides were reported of persons carry-only \$1,000, \$2,000, \$3,000, etc. These re said to make up 75 percent of th claims due to suicides.

It has been supposed that financial ain for estates was a vital factor in elation to this question, but medical according to the tendency due mainly conomic pressure, which has caused viduals, regardless of insurance conerations, to take the way out from their worries. The suicides of small heyholders are even more disturbing an those of large ones. Ecker Says Metropolitan Helped Many Banks, States

\$25,000,000 MADE AVAILABLE

Aid Offered Before Reconstruction Finance Corporation Was Created -Illinois, Tennessee Helped

President F. H. Ecker of the Metropolitan reported at the annual managers' convention of his company that the Metropolitan had made available \$25,000,000 to aid banking institutions that were in jeopardy. This action was taken before the Reconstruction Finace Corporation was created. About half of this sum was actually called for by the banks, he said.

"When fear gripped depositors and

banks, he said.

"When fear gripped depositors and they withdrew their savings," Mr. Ecker said, "it was necessary for those banks to liquidate their securities and mortgage holdings to meet such withdrawals. We, fortunately, were in a sufficiently liquid position to be able to offer assistance in various banking situations to the extent of about \$825,000,000, proto the extent of about \$25,000,000, provided, of course, that they could give us suitable security.

### Helped Two States

"As a matter of fact we have been called on to the extent of only about half of that amount. Such purchases half of that amount. Such purchases have been at a fair market value, not trying to exact an exorbitant rate, but at a price fair to the banks and fair to our policyholders. When money was difficult to obtain we had the privilege of lending the state of Illinois and the state of Tennessee \$1.000.000 each. of lending the state of Thinois and the state of Tennessee \$1,000,000 each, which assisted in permitting such governmental bodies to function normally."

The Metropolitan Life, with assets of more than \$3,500,000,000 at the end of 1931, is responsible for the administration of the largest trustee fund eyer according to the largest eyer according to the largest eyer according to the largest eyer according to the eyer accordin

tion of the largest trustee fund ever ac-cumulated in the history of the world, Mr. Ecker told the gathering.

pany officials are far more concerned is what the end results will be from the tremendous amount of lapsation already experienced, and, which it is felt certain will be experienced in months to come, as a result of maximum policy loans and stringent financial conditions which

affect payment of renewal premiums.

The point is that a severe anti-selection against the companies appears a foregone conclusion. The companies are bound to lose many of their better risks, whereas policyholders who know they are impaired will strive desperately to get the money to continue their insur-

One company of moderate size last month had \$3,000,000 of business lapse. This is out of a total in force of about \$150,000,000. This heavy lapse if continued, considering the additional surrenders, maturities, etc., would mean that a large part of the company's entire business in force would go off the books this year.

books this year.

Another feature causing concern this year, home office men say, is a noticeable slackening in agency selection; in cooperation of field men with home of-(CONTINUED ON PAGE 11)

Senate Finance Committee Adopts Variable Schedule

INCOME TAX REVENUE ISSUE

Life Presidents Association and the American Life Convention Were on Opposite Sides

WASHINGTON, April 28.—Reopening the question of reserve deductions, on motion of Senator Connally of Texas the Senate finance committee, by a vote of ten to five, today agreed that the reserve exemption should be 4 percent, 3½ percent or 3 percent, according to the basis of the particular company. This action was taken after protests of western and southern companies that the present flat rate and the House proposal worked a hardship on them. It was explained that the new rates will remove the disparity between the com-panies on different reserve bases. An additional \$16,000,000 of revenue above that collected under the present law is

that cohected under the present law is expected to be secured by the change. The committee also approved a rate of 14 percent for the income of insurance corporations, but removed the House provision for a penalty of 1½ percent for corporations filing consolidated returns.

### Not Necessarily Final Action

While the committee thus has dis-posed of this question, it is not neces-sarily the final action, since matters de-termined now may be reopened at any termined now may be reopened at any time before the committee concludes its work on the bill. When the measure gets into the Senate, of course, it will be possible for any member to bring this question up and, since the commit-tee and house rates are different, if the Senate adopts the committee proposal it will be necessary for the question to be finally settled by conferees from the houses.

The committee's action is considered to be in the nature of a compromise between the present law, the House bill and what the various groups asked.

### Two Organizations Opposed

The American Life Convention was opposed by the Life Presidents Asso-ciation on this subject. The A. L. C. ciation on this subject. The A. L. C. took the position that its companies are chiefly on the 3½ percent basis. Hence, with a 3¾ percent deduction for income taxes there would only be a margin of ½ percent. The older Life Presidents companies are mostly 3 percent companies and hence would have ¾ percent advantage. Hence the A. L. C. advocated a deduction allowance of ½ percent above whatever reserve basis a company maintains. company maintains.

### Simpson Detroit Manager

Frank W. Simpson has been appointed branch manager for the Dominion Life at Detroit. This is one of the oldest Canadian companies. He was a district inspector for the Do-minion Life and before that had been connected with one of Detroit's largest banks. The Dominion Life under his direction is planning an extensive pro-gram for development in Michigan. Its office is in the Union Guardian building.

## Metropolitan Men in Annual Review

Officers Take Up Vital Issues With Managers in Home Office Sessions

VALUABLE SUGGESTIONS

Important Trends Analyzed by Executives in Three-Day Convention Held in New York

Metropolitan managers in their annual convention at the home office, April 26-28, heard many of the officers discuss vital problems.

H. W. George, second vice-president, peaking on "Our Relations with speaking on Banks," gave figures on bank failures. Treasurer F. W. Ecker discussed "Investment Principles," saying 1931 was a trying year. Purchases were made by the Metropolitan at a fair market value. He finds the financial turmoil has quieted down. The company has passed through six major depression periods, through six major depression periods, he said, gaining stronger position each time. The Metropolitan's gross receipts last year were \$1,164,000,000, approximately \$152,000,000 going into first mortgages on city real estate and farm properties, approximately \$181,000,000 into securities and \$146,000,000 into policy loans, repayments cutting net increase in the latter item to \$67,000,000. 000,000.

### Dublin on Health Work

Dr. L. I. Dublin, third vice-president and statistician, spoke on public health relations of the Metropolitan. He said the health situation was extraordinary last year. In spite of the fact that last year. people have been going through a difficult time, millions of families have had to live on reduced income and millions have not known where the next meal was coming from, yet the lowest death rates in the company's history were experienced. The industrial rate was 8.46 per 1.000 insured, as compared with 12.53 in 1911, the first year current mortility records were least. tality records were kept. Dr. D. B. Armstron

Dr. D. B. Armstrong, third vice-president, speaking on "Policyholders' Health and Welfare—Past and Futhird reath and Wellare—Past and Puttere," said one hears much of production in the life insurance world and that production of health through education and nursing service and production of good will through cooperation with community agencies are important aspects.

### Craig Presents Survey

Actuary J. D. Craig presented an interesting paper entitled "Social Insurance," digesting results of his long study overseas. He said society presents a challenge that the working man be protected against the major hazards of life and life insurance men can meet it by directing their energies toward (CONTINUED ON PAGE 11)

### Colorado Supreme Court in Important Cancellation Rule

SETS DANGEROUS PRECEDENT

State Tribunal Takes What It Terms "Wholesome and Reasonable" Rule on Vital Question

The Colorado supreme court has just reversed and remanded for retrial the case of Hill vs. Capitol Life of Denver, setting a precedent which is considered extremely dangerous by life company counsel. In effect the ruling is that even when a change of beneficiary clause in a life policy in Colorado is not made irrevocable, the policyholder cannot cancel the policy without consent of

beneficiary.

There are only two other states in which decisions approaching this on something the same question have been handed down—Indiana and Georgia—and both these previous rulings were long ago, the Indiana case having been decided in 1907 and the Georgia case in

### See Effect on Lonns

By construction, life insurance coun-sel fear a case in time may arise in one of the three states in which a beneficiary will contest even a policy loan made by the policyholder, on the claim that such a loan in effect would cancel the policy for the amount of the loan, plus interest,

for the amount of the loan, plus interest, without consent of beneficiary.

The Colorado case, brought by Alice G. Hill, widow of the policyholder, went up from the district court at Denver, which had decided in favor of the Capitol Life in Mrs. Hill's suit for proceeds under the canceled policy. Hill, when taking the policy had given a note. During the first year, on agreement with ing the first year, on agreement with the company, the note and policy were canceled.

### Court's View of Question

The Colorado supreme court's survey of the case was that although under the policy Hill was given the right to surrender for the cash value, it was specified there would be no cash surrender value for three years. It was recognized that citations of the company's counsel on the other side bore some reason, but the court took what it considered the "wholesome and reasonable rule" that the beneficiary had an interest in the policy of which she could not be divested without her conseat.

It was recognized that the policyholder could have changed the beneficiary and then she would have had no interest, but so long as this change

no interest, but so long as this change was not made, her interest persisted.

Life company counsel are convinced that at least in the three states of Colorado, Indiana and Georgia, if a policy-holder desires to make a loan or cancel his policy, he first should be advised to change the beneficiary to his estate, disposal of which is completely within his

### Company Promoters Indicted

DENVER, April 28. - Galen Byrnes, DENVER, April 28. — Galen Byrnes, president of the Progressive Insurance Co., his wife, and C. P. Beale, all directors of the company, have been indicted here for violation of the state insurance laws. It is alleged they used more than the legal 20 percent of stock sale proceeds for promotion of the company. The company made an unsuccessful attempt last year to obtain a state license. tempt last year to obtain a state license to write life insurance, and later was thrown into receivership.

### Mrs. L. S. Lindsay Dies

Vice-president L. S. Lindsay of the New York Life is bereaved by the death of his wife. Mrs. Lindsay died at Aiken, S. C., Sunday after a long ill-

## May Hall Month



ARTHUR F. HALL

May, the birth month of A. F. Hall, May, the birth month of A. F. Hall, president of the Lincoln National Life, is "Hall Month" for the field men of that organization. In the early days of the Lincoln National, President Hall also carried a rate-book. To him goes the honor of placing the first business on its books. When the company was small he was personally known to all the field men and was respected and adthe field men and was respected and admired for his ability, squareness, and good fellowship. As the years passed, and executive duties called Mr. Hall away from close contact with the field,

away from close contact with the field, the custom grew of setting aside May, his birth month,, as a period in which to write business especially in his honor.

The rose, symbol of loyalty, is the token used. A rose card with greetings to the president is attached to every application written in May. All are routed through Mr. Hall's office for his personal inspection.

### New Jersey Insurance in Force Rises 150 Million

NEWARK, April 28.—Life insurance in force in New Jersey at the close of 1931 showed an increase of more than \$150,000,000 over 1930, according to figures just issued by the New Jersey department. The total insurance in force, including ordinary, group and industrial, is \$4,751,396,347.

The Metropolitan Life led all companies doing business in New Jersey in

ordinary production for 1931 with \$113,132,395. It also wrote \$86,310,413 industrial, and \$24,483,505 group.
The Prudential wrote \$112,058,557 or-

dinary, \$24,897,301 group, and \$137,700,-

dinary, \$24,897,301 group, and \$137,700,-792 industrial.

Other leaders in ordinary production were: Mutual Benefit, \$12,609,061; Aetna Life, \$12,605,927; Equitable, N. Y., \$28,-441,045; John Hancock, \$15,602,072; Massachusetts Mutual, \$14,220,074; Mutual Life of New York, \$12,571,746; New York Life, \$17,971,409; Northwestern Mutual, \$9,579,950; Penn Mutual, \$12,847,405: Provident Mutual. western Muttal, \$9,579,990; Fenn Muttal, \$12,847,405; Provident Mutual, \$11,416,105; Sun Life of Canada, \$17,788,421; Travelers, \$15,304,350; Union Central, \$5,517,865; Connecticut General, \$7,226,459.

### R. N. Garrison General Agent

R. N. Garrison, for the past 20 years general agent of the Inter-Southern Life in Indiana, has been appointed general agent of the Commonwealth Life for Indiana. During the past ten years Mr. Garrison has made his headquarters in Indianapolis. His office is at 520 Con-Indianapolis. His offictinental Bank building.

### Alvin Keys Receiver for Mississippi Valley Life

\$440,822 INSOLVENCY CHARGED

Action Taken on Motion of Illinois Department-Suit Also Filed at St. Louis

Alvin S. Keys, head of the Illinois insurance liquidation bureau, has been appointed receiver for the Mississippi Valley Life of Madison, Ill., by Circuit Judge Brown of Edwardsville, Ill., on motion of Assistant Attorney General Kadyk. Insolvency to the extent of \$440,822 is alleged. President H. H. Fuller and other officers of the Missispin Valley Life were represented and sippi Valley Life were represented and admitted the insolvency. Mr. Keys' bond was set at \$100,000.

Jurisdiction of the receivership was

subsequently transferred to the Sanga-mon county, Ill., circuit court and all further proceedings will be taken in that

city. Kadyk Kadyk stated that examination showed that as of Nov. 30, 1931, the Mississippi Valley Life had gross assets of \$3,597,575 and liabilities \$3,938,397. The examination also showed that

\$936,000 of the company's securities are held by the Missouri department and about \$104,000 by the Illinois department. The Mississippi Valley Life is an Illinois corporation, but maintains its executive office at St. Louis. It has about \$32,000,000 insurance in force.

#### Suit in St. Louis

About the same time W. J. Moran of El Paso, Tex., a policyholder, filed a receivership suit in St. Louis circuit court. The Mississippi Valley Life, he declared, failed to pay him the \$1,190 cash surrender value on a \$5,000 policy taken out with the Two Republics Life of El Paso, which was reinsured in the Mississippi Valley Life. Hearing on the suit is to be held before Circuit Judge Nortoni this week. Nortoni this week.

Moran's petition alleged that unsatisfied claims against the Mississippi Valley Life now total about \$478,000, including \$225,000 in death claims; \$180,-000 surrender values and policy loans; \$6,000 court judgments; \$5,000 federal income tax; \$2,000 state taxes; \$60,000 city and county taxes. He charged dissipation of assets. He alleged that \$15, 000 on deposit in a bank at Eureka Springs, Ark., instead of being used to pay creditors was used to meet the obligations of directors.

Early this year control of the Mis-sissippi Valley Life passed to a group of Arkansas and Illinois men headed by H. H. Fuller of Eureka Springs, Ark., and G. E. Burson of Springfield, Ill. The new interests purchased all capital stock of the North American Company of St. Louis, holding company, which owns the Mississippi Valley. Mr. Fuller was elected president; D. Simpson, vice-president and Mr. Burton, secretary.
Originally Kaskaskia Life

The Mississippi Valley Life originally was the Kaskaskia Life of Kaskaskia, Ill., being a reorganization of the Kas-kaskia Live Stock Insurance Company. In 1927 it reinsured the Western Life of Chicago and about that time its executive offices were moved to St. Louis, control having passed to the St. Louis interests. In 1928 it reinsured the Two Republics Life; in 1929, the Peoples Life of Chicago and early in 1931, the First National Life of St. Louis. The policies assumed from the Peoples Life

policies assumed from the Peoples Life carried heavy liens.
Attorney M. E. Boisseau, representing the Mississippi Valley, said that Moran's action would be dismissed and that the Mississippi Valley would pay him the amount of his claim.

Mr. Fuller said that the Illinois department acted upon motion of the board of directors of the Mississippi

### **Health Conservation Contest** Awards Are Announced

MILWAUKEE LED BIG CITIES

Over 260 Cities Participated in the Rivalry for First Place for Last Year

WASHINGTON, April 28 .- Winnin washington, April 28.—Winning cities in the 1931 inter-chamber health conservation contest, sponsored by the U. S. Chamber of Commerce with the cooperation of the American Public Health Association, are announced.

The winning cities for the six population groups in the contest are as follows:

The winning cities for the six population groups in the contest are as follows: Group 1, cities more than 500,000 Milwaukee; Group 2, 250,000 to 500,000 Rochester, N. Y.; Group 3, 100,000 to 250,000, New Haven, Conn.; Group 6, 5, 20,000 to 50,000, Brookline, Mass. Group 6, under 20,000, La Salle, Ill. The 265 cities competing represented 45 states, the District of Columbia and Hawaii. Although the requirements in 1931 were considerably more exacting than in 1930, more than 70 percent of

than in 1930, more than 70 percent of the cities in the contest for both 1931 and 1931 made higher scores for the latter than for the former year.

### Honorable Mention Given

In addition to the winning cities others were given honorable mention. Some of the honor cities were close runners-up to the winners. Honor cities in the six groups, listed alphabetically

Group I, Baltimore, Detroit, Philadelphia, Pittsburgh, St. Louis.
Group II, Cincinnati, Kansas City,

Mo., Minneapolis, Newark, Toledo.
Group III, Grand Rapids, Hartford,
Syracuse, Utica, Yonkers.
Group IV, East Orange, Harrisburg,
Pa., Kenosha, Wis., Pasadena, Cal., Ra-

Pa., Kenosha, Wis., Pasadena, Cal., Racine, Wis.
Group V, Alhambra, Cal., Maplewood,
N. J., Newburg, N. Y., Orange, N. J.
West Orange, N. J., Watertown, N. Y.
Group VI, Chestertown, Md., Lodi
Cal., Monrovia, Cal., Palo Alto, Cal.
Shorewood, Wis.

Awards to the winning cities will be presented May 17 at the annual meeting of the U. S. Chamber of Commerce at San Francisco.

### Dr. Hoffman is 67

Dr. F. L. Hoffman, former vice-pres dent of the Prudential, will celebrate his 67th anniversary May 2. Dr. Hoffman is probably one of the most widely known authors on insurance statistics in this country and his articles are read by life insurance executives throughout the world. the world.

### Life Insurance Committee for the Commissioners

At the New York City meeting of the National Convention of Insurance missioners, Commissioner Tarve Tarver Texas sponsored a movement to crea a permanent life insurance committee a permanent life insurance committee to take up all life insurance matters before the convention of a major type. Commissioner Livingston of Michigan, president of the organization, has appointed this committee consisting of Tarver of Texas, chairman; Van Schaick, New York; Brown, Massachusetts; Dunham Connecticut; Gough, New Jersey, Mitchell, California; Thompson, Missouri; McQuarrie, Utah; Reece, Tennessee; Clark, Iowa; and Greer, Alabama

Valley in asking for a receiver. He sa that reorganization with new capital was hopeless. Mr. Fuller said plans are under way to reinsure the policies with some other company. Life

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## Much Interest in **New York Letter**

Life Company Executives Much Impressed with Warning of Van Schaick

TELLS VALUATION PLAN

Superintendent Sounds Note of Caution in Continuing Dividend Rate in These Times

NEW YORK, April 28.-Life insurance executives have been much impressed with the letter that Insurance Superintendent Van Schaick of this state sent to companies operating here asking that it be read at a meeting of directors and that a copy be sent to all directors that were absent when the communication was read. It was a letter sent to fire, life and casualty companies. While some are inclined to believe it refers only to dividends to be paid stockholders, others are equally insistent that the insurance superintendent had in mind policyholders' dividends as well.

### Sounded Note of Warning

Sounded Note of Warning

Superintendent Van Schaick sounded a solemn note of warning as to the declaration of dividends. He urges companies to exert every means to improve their financial situation, stating that the basis of security valuation as of Dec. 31 last may be different from the so-called Insurance Commissioners' Convention plan if conditions justify it. While life companies are not so much interested in the valuation basis as fire and casualty, yet all of them have bonds and certain amounts of guaranteed income stocks. Superintendent Van Schaick said that the Insurance Commissioners' Convention took the position it did on valuations because of the abnormal business and financial conditions.

Reason for Present Valuation Basis

### Reason for Present Valuation Basis

Reason for Present Valuation Basis

Superintendent Van Schaick said that when it came to valuations the commissioners felt that the Dec. 31 figures reflected the valuation of that particular day and could not be considered average. Hence the June 30 value was taken as being the best average attainable for the year. What the commissioners were aiming at was to secure fair market values. He stated that the commissioners are under no obligations to continue that basis. Average valuations depend upon current developments. He asserted that if at any time it appears that the convention valuation is not justified a different basis must be adopted.

Comment by the Superintendent

### Comment by the Superintendent

He then says:

"The uncertainty of such a situation treates a problem of serious import to practically every company under the jurisdiction of this department. It is incumbent on each company to forthwith take every possible step to improve its condition.

"On the question of dividends no re-sponsible management would declare dividends based upon surpluses ascer-tained upon convention valuations where

ramed upon convention valuations where such uncertainty exists as to the future necessity of revaluation.

"The practical effect of the adoption of convention valuations by this department has been to give the companies under its jurisdiction a reasonable opportunity to face and solve their problems themselves. From time to time lems themselves. From time to time these problems will be discussed by the department with the various managements. This communication is sent at

### Insurance Features of U.S. Chamber Meeting Announced

AT SAN FRANCISCO MAY 17-20 LINTON PROGRAM HEADLINER

Alfred Hurrell, W. J. Graham, J. S. Kemper, Dr. W. B. Bailey Are Among Speakers Scheduled

Insurance leaders will take an active

Insurance leaders will take an active part in the annual meeting of the Chamber of Commerce of the United States in San Francisco May 17-20.

Presentation of awards in the Inter-Chamber fire waste and health conservation contests will take place Tuesday afternoon, May 17, P. J. Fay of Nichols & Fay, San Francisco, and C. W. Gold, president Pilot Life, presenting the awards. awards.

### Hurrell Is Speaker

At a general session the morning of May 18, Alfred Hurrell, vice-president and general counsel Prudential, will speak on railroad transportation from the point of view of the security holder. A round table that afternoon will be devoted exclusively to insurance for the discussion of the following subjects: "Accumulating Reserves through Annuities" and "Loss Prevention as a Factor in Insurance Costs." Leaders of discussion will include W. J. Graham, vice-president Equitable Life of New York; J. S. Kemper, president Lumbermen's Mutual Casualty, and Dr. W. B. Bailey, economist of the Travelers. Resolutions to be considered at the meeting include those of the chamber's insurance committee dealing with valued policy laws and fire prevention.

### F. X. Jones Is President of American National, St. Louis

ST. LOUIS, April 28.—Frank X. Jones, vice-president of the American National Assurance for five years, has been elected president to succeed O. L. Holland. Prior to his election as vice-president, Mr. Jones served as assistant secretary for about three years. He joined the company organization about ten years ago. Fred A. Reid, a general insurance man, and Hugo K. Graf, an architect, have been elected directors of the company, succeeding Mr. Holland and W. H. Stubblefield of St. Louis.

this time in order that all companies may

appreciate the seriousness of the prob-lem which confronts them."

While this letter does not specifically mention policyholders' dividends yet the inference is that companies are not jusinference is that companies are not justified in maintaining a scale of dividends at this time if the surplus is not earned on going valuations. A company may have purchased a bond for \$1,000. If it sold the bond today it might only be able to get \$800. In making policy loans, paying claims and, in fact meeting expenses of all kinds a company has to pay out actual dollars without any depreciation. It cannot proceed on the depreciation. It cannot proceed on the theory that its securities are worth 100 cents on the dollar. Many executives see in the New York superintendent's letter a warning that current dividend scales to policyholders must not be maintained at the expense of liberal valuation of securities. There is no doubt nation of securities. There is no doubt as to the import of the letter from the standpoint of dividends to stockholders. It would seem therefore that the same It would seem therefore that the same application should be made to policyholders. Some companies have already reduced their policyholders' dividends. They have foreseen what may happen. They want to fortify themselves and be prepared. This letter from Superintendent Van Schaick is regarded as the most solemn communication that com-panies have received for a long time.

### Pittsburgh Sales Congress Draws a Large Attendance

Dr. Stevenson, Riehle, Beers and Koehler Are Speakers at Successful Underwriters Gathering

The eleventh annual sales congress of the Pittsburgh Life Underwriters Association was attended by over 500 members and guests, including visitors from other cities. An address of welcome was given by President R. N. Waddell. He then introduced J. A. Stevenson, vice-president Penn Mutual, whose talk on "Admitted Assets in Selling," is presented in another column.

### Riehle Discusses Principles

Riehle Discusses Principles

R. S. Koehler, Jr., special agent Mutual Benefit, Pittsburgh, followed with an address on "P. O. P." (Plenty of Pep). T. M. Riehle, Equitable of New York in New York City, spoke on "Cardinal Principles."

Following noon adjournment, W. H. Beers, general agent New England Mutual, New York City, spoke on "The A. I. R. Route," a typical Beers talk on scientific methods involved in selling life insurance.

scientific methods involved in sening life insurance.

The guest of honor and principal speaker was M. A. Linton, president Provident Mutual, whose address on "Looking Forward to the Turn of Business," also appearing elsewhere in this issue, brought prolonged applause.

### Pastor Is on Program

Rev. C. W. Petty, pastor First Baptist Church, Pittsburgh, stressed that the American people have been high-pres-American people have been high-presured to a point where they have become saturated with artificial desires and at last they have awakened to a realization that there is a vast difference between "wants" and "needs." He said: "You underwriters are about the only remaining group of salesmen in whom the people have confidence and now is the time for you to justify that confidence."

### Koehler Tells Essentials

R. S. Koehler, Jr., of the Mutual Benefit Life at Pittsburgh, enumerated some of the essentials of success in life insurance selling. The agent must know exactly what he is selling and Mr. Koehler described the functions and virtues of insurance as: Replacing of earning power with capital or guaranteeing the completion of a man's life plan; accumulation of property for the same reason a man accumulates any other kind of property; ease and economy of transfer and trusteeship or management.

Mr. Koehler said that he has been attempting to locate his market by intelligent and planned prospecting. He learned the type of person with whom he associates most easily and he defined in his own mind the man who composes

in his own mind the man who composes the ideal prospect as being married, age 30 to 55, with children, of an executive or professional type, ambitious and earning at least \$6,000 a year. He should be a key man in a business or a man known to be a center of influence. He learned to think of all people in terms of their ability to lead him to others of the same type.

### Wins Client's Confidence

Wins Client's Confidence

He attempts to secure one to four prospects while writing each case and attempts to find out everything valuable about a prospect from the policyholder before calling on the prospect. The best way to secure prospects is to do something constructive and worthwhile for the client, thus winning his confidence, according to Mr. Koehler.

In making the sale, simplicity should be the key note. The purpose of the interview is to clarify, not to confuse, he pointed out. Confidence of the prospect should be gained and he should be (CONTINUED ON PAGE 12)

## **Linton Predicts** Recovery on Way

Nation Working Toward Normalcy and "Pollyanna" Attitude Has Been Abandoned

HOPEFUL PICTURE GIVEN

Provident Mutual's President Presents Fine Analysis of Depression at Pittsburgh Sales Congress

Fortunately the "Pollyanna" stage of prosperity just around the corner" has been passed in the business difficulties of this country and we are taking thought and doing something to repair the damage to the financial system, M. A. Linton, president Provident Mutual, stated in a fine exposition of the causes of the depression and possible remedies in a talk at the Pittsburgh sales congress. He said the key log in the present jam is confidence, the knowl-edge that good collateral such as good

edge that good collateral such as good bonds or mortgages can be used to obtain cash if it is needed.

If banks know positively they can obtain needed cash on such collateral, he said, they will be willing to resume their normal functions of lending money to promote business enterprise.

### Starts Interacting Forces

Business men then knowing that the credit situation is improved will be willing more freely to apply for loans to carry on their business and individual consumers will be more willing to spend

consumers will be more willing to spend money. Business and employment will consequently pick up. Commodity prices will feel the effect of increased demand and will begin to rise.

When the large buyers of commodities become convinced a definite turn in prices has occurred business will be powerfully stimulated and then this country will be on its way upward out of the trough of depression.

Mr. Linton would hazard no guess when the turn will take place. There are conflicting forces. Some prices will

when the turn will take place. There are conflicting forces. Some prices will continue downward for a considerable time after others have definitely moved upward.

### Hope in Fighting Spirit

Hope in Fighting Spirit

However, he sees great hope in the fighting spirit of the American people in attempting to solve their problems rather than to wait for a miracle to occur. With millions unemployed and vast quantities of available raw materials, he says it appears reasonable that a large part of the recent difficulties has been with the management of our system of currency and credit. Constructive financial legislation in Washington may bring the turning point before long.

long.
"Our industrial civilization stands in-"Our industrial civilization stands in-dicted for its lack of intelligent prep-aration against the emergency," he said. "We can but hope that the les-sons of the catastrophe will be learned and that we shall be better prepared the next time."

### Not So Bad as in Past

Mr. Linton compared our present situation with that in prior depressions, showing that things are not nearly so bad as they have been in the past. Severe unemployment has brought into being a great relief organization which has succeeded in meeting minimum needs of millions of unemployed. The currency and banking situation is much better than it ever has been in previous (CONTINUED ON PAGE 13)

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## **Asks Moratorium** on Policy Loans

Insurance Departments Are Approached on Plan for Relief

OBJECTIONS ARE CITED

Cash Problem Is Acute with Many Companies in Some Sections of Country

Although the Life Presidents Association makes the observation that the demand for policy loans is showing a slight improvement, there are many individual companies that have not experienced this improvement and report that the demand is increasing. Indeed, the cash problem is becoming so acute in some offices that insurance departments have been approached on the idea of declaring a moratorium of six months or a year on policy loans and

months or a year on policy loans and the payment of surrender values.

Some companies, whose liquid resources have been exhausted in meeting cash demands and which have been getting loans from banks to meet the demands, report that the banks are unwilling to extend more credit. Some of these companies have appealed to the Reconstruction Finance Corporation. They would welcome relief in any form. Some companies, which are feeling

Some companies, which are feeling the pinch of cash demands, feel that a moratorium is out of the question. They say that about the only kind of a move of any value would be rush legislation at Washington, at the instance of some of the big companies, which would permit the insurance of some of the big companies. stance of some of the big companies, which would permit the insurer to use discretion in making loans. That is, a policyholder seeking a \$500 loan might be questioned as to his circumstances and if it was found that \$200 would provide for his needs, that would be the limit allowed. limit allowed.

### Objection to Moratorium

The objection to a moratorium is that it would likely cause almost complete cossation of premium payments. Percessation of premium payments. Persons turned down for loans, would demand that the cash value be applied to extend the insurance. It would also have a deterrent in the sale of new insurance, so that premium income would be greatly reduced.

The experience of one of the smaller

western companies and the comments of its president in this connection are of its president in this connection are interesting. This company reports that for the week ending March 19, there were 36 requests for loans and surrenders; week ending March 26, 48 requests; week ending April 2, 34 requests; week ending April 9, 43 requests, and week ending April 16, 69 requests.

### Bankers Are Blamed

"We have evidence that over 70 perevidence that over 70 percent of our applications for loans and surrenders originate and emanate from bankers," the president of this company states. "It really appears to us that banks and bankers are putting insurance companies on the spot. The Reconstruction Finance Corporation went to the rescue of banks and bankers and reduced bank suspensions. Our experience is that banks and bankers have not loosened the reins of credit and in not loosened the reins of credit and in most cases are not making any loans of the most deserving character. Therefore the burden is being placed squarely on insurance companies and it is our opinion that if some method cannot be worked out to revert to a six or 12 months' extension of payment on loans

## Stevenson Terms Company and Personal Assets Prime Factor

Assets, company and individual, are the things which life insurance men have to sell today, J. A. Stevenson, vice-president Penn Mutual, said in a talk on "Admitted Assets in Selling," at the

Pittsburgh sales congress.

The greatest asset, he said, is the intrinsic value of the commodity and the service which it renders. Reasons why the financial storms of the last few the mancial storms of the last few years have not shaken life insurance are easy to find. Dr. Stevenson said last year life companies distributed more than \$2,500,000,000 to policyholders and beneficiaries, almost \$1,000,000 a day more than was distributed in 1930 and shows \$2,000,000 a day over the 1920 about \$2,000,000 a day over the 1929 figure, yet the President's committee on unemployment relief estimated that \$90,000,000 was the amount required to take care of the unemployed during the winter through which we have just

### Life Insurance Achievement

"Last year life insurance companies almost 30 times this amount to tens of thousands of individuals - thus

tens of thousands of individuals—thus preventing tens of thousands of financial tragedies and sustaining our national purchasing power," he said.

"The public is really the appraiser of our assets in selling life insurance today. Their confidence in the strength and security of the insurance is an admission of the replace of the conduct which we

security of the insurance is an admission of the value of the product which we offer. We have a commodity which people need—now, more than ever before.

"Yes, I know you are saying that people need life insurance but haven't the money to pay for it. That's true in some cases—but not so frequently as some of us think. Every interview ends in a sale. You sell the prospect the idea some cases—but not so frequently as some of us think. Every interview ends in a sale. You sell the prospect the idea that he needs life insurance or he sells you the idea that he needs something else. Sometimes when a salesman doesn't cover existing insurance needs, it's just a case of the prospect being the better salesman,

### Decries "Get-Rich-Quick" Plans

"When we see the term 'admitted as-sets' used, I think the inevitable ques-tion is, 'What kind of assets aren't ad-mitted?' Some of you underwriters mitted?" Some of you underwriters have some 'non-admitted assets' in the form of 'get-rich schemes' through which you plan to do a large business through without expending any personal energy. Certainly they would pay 20 percent dividends if they worked—but the

"The asset which we hold in the form of public confidence in the service which we render did not come as a gift any more than the funds invested by life insurance companies represent gifts—it has been earned. One man is successful and another attains mediocrity—not because of a great difference in mental capacity—but because one man is willing to pay the price of success while the other is unwilling to pay that price.

"We can't expect to impress the

and surrenders, many companies are bound to suffer severe financial losses. "The National Convention of Insur-

ance Commissioners stepped into the situation when the valuation of securities was in question last year and did the right thing by setting a fair market value on insurance securities. We can value on insurance securities. We can see no reason, in order to save some insurance institutions, that some similar action should not be taken in regard to loans and surrenders."

This company sees no reason why loans should show a decrease. The employment situation is not changed and bank hoarding is increasing, it observes

The companies that seem to be least affected by policy loans and other cash demands are the industrial companies.

with the professional service which life insurance can render unless we do render that service. It can't be a question of commissions above service. The life insurance man certainly has the right to feel that he should be adequately paid for his services. But in what mental classification do you put a salesman of securities who, when you are looking for a safe investment, sells you something which he knows to be of are looking for a safe investment, sells you something which he knows to be of doubtful value because of the rate of commission? The life insurance salesman, of course, has no securities of doubtful value to offer—but when commission rates are his sole guide in selling, his unsound investment principles are interfering with the quality of his assets."

Dr. Stevenson also discussed personal assets. He said character should be put near the top of the list. Next in importance is keeping up to date.

### Eternal Vigilance Needed

"Most of us have had enough invest-ment experience to realize that because ment experience to realize that because a bond was once a good investment it doesn't necessarily remain so," he said. Eternal vigilance is the first requirement of a sound investment policy. Without it, we are likely to find ourselves with non-interest paying securities—whether we are building personal or company assets.

'Every salesman has seen the reports of surveys showing that 25 percent more interviews are necessary today for the production of a given volume of busi-ness than were necessary in more prosperous years. Most life insurance salesmen have seen reports which show the value of the organized sales talk. But do we always put these ideas into practice?

### Investment Appeal Stronger

"I do not mean that we must necessarily discard the old in favor of the new. We used to soft-pedal the investment side of life insurance because it usually didn't look so attractive as other usually didn't look so attractive as other things in which a man could put his money. Now, because of the public confidence in the security of life insur-ance, some of us are going to extremes in presenting the investment idea to the exclusion of the protective. As a matter of fact, by far the larger number of cases prove the truth of the old rule—the emotional appeal is more powerful than the mathematical."

He also emphasized the importance of

"In trying to picture to the lay mind how a life insurance company functions, we often compare it to a financial reserwe often compare it to a mancial reservoir into which there is a certain intake and outgo of funds. You can easily predict, of course, what would happen to any life insurance company when either the intake or the outgo ceased.

### Acid Test of Salesmen

"Apply this same idea to the life insurance salesman. Present conditions are beginning to show up salesmen who haven't taken in any new ideas since they first entered the business. Likewise they are beginning to show up the sales-man who isn't putting his ideas into

action.
"Don't you really find the life insur-Don't you really and the life insur-ance salesmen who are complaining most about the impossibility of selling life insurance today, to be the salesmen who fall into one of these three classes: 1. Those who haven't taken in a new idea since they first signed a life insur-ance contract (no intake): 2. those who ance contract (no intake); 2. those who are tied so tight to their chairs that they can't put into practice what they know (no outgo); 3. those who just plain don't try to learn any more or do any more than they have to in order to get by (intake doesn't exceed outgo).

(CONTINUED ON PAGE 12)

## Fertile Ideas Are Given at Congress

Thierbach Tells Kansas City Underwriters Value of Time Control

### ROGER HULL GIVES TALK

Jaqua Says Life Insurance Is Only Practical Savings Method-Albritton, Cook Speak

KANSAS CITY, MO., April 28,-Over 400 life underwriters from eastern Kansas and western Missouri attended the Kansas City Life Underwriters' Association's annual sales congress last week.

Speakers included E. S. Albritton, Provident Mutual Chicago general agent; R. P. Thierbach, assistant superintendent of agencies Northwestern Mutual; A. R. Jaqua, associate editor Diamond Life Bulletins; Paul W. Cook, Mutual Benefit Life, Chicago; Roger B. Hull, managing director National asso-ciation; and Prof. W. A. Irwin of Wash-

burn College.
Mr. Thierbach talked on the of Successful Life Insurance Salesman-ship." He defined the six I's as Incen-tive, the reason for succeeding: Interest in the broader sociological significant of the business; Information as know of the business; Information as knowledge which must be controlled to give power; Initiative, the ability to put knowledge into effect; Industry, the need for the agent to "boss" his sale activity so that it will produce results, and Inspiration, which animates the other five personal qualities.

### Takes More Interviews Nowadays

Under industry, Mr. Thierbach tool occasion to call attention to the North western Mutual's extensive experiments in time control which have resulted in the 40-40-14-1 formula. Experiments showed that with the use of prepared sales talks the agent can sell more surance than with any other kind of talks. An agent works on the law of increasing returns: if he works 35 hour and wants to double his business, has only to work 46 hours a week. The sell the same business as in 1929 the agent must average more interviews per sale in 1932.

Professor Irwin painted a gloomy ture of business conditions, but has tened to point out signs of improvement in the times. He showed the fallacy of in the times. He showed the fallacy of economists attempting to predict what the financial and business weather would be. But the future of life insurance was never better. All over the country, Professor Irwin said, prominent men are saying "Thank God I had some life insurance!" Professor Irwin warned underwriters that they were d warned didestributed that they were the used comparisons in sales talks. Stall your company's record, he said, and let the prospect do the comparing—he isn't the prospect warned to the comparing—he isn't th

### Insurance Only Practical Method

Mr. Jaqua developed "Life Insurante As Property" into a convincing thesis. Taking the viewpoint of the nurchase of insurance, he established life insurance as the only practical method by which he can make his savings do what he wants them to do. With life insurance he can set his goal at the end of the road. With real estate and bonds the other two of three of the most popular types of investment, he can set his goal only a short distance ahead. At (CONTINUED ON PAGE 13)

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### March Ordinary Business Decreases 17 Percent

HARTFORD, April 28.—The trend in life insurance sales which has been upward during the past few months dropped in March. According to figdropped in March. According to figures issued by the Life Insurance Sales Research Bureau, new ordinary insurance during March was 17 percent below last year. This decrease was experienced generally in every section of the country. No state exceeded its sales of a year ago and Nevada alone was able to equal the volume paid for a year ago.

New England and the Mountain sec-tions suffered the largest decrease. The three states on the Pacific coast had the best experience.

best experience.

For the first quarter of 1932 every section of the country showed a loss compared to a year ago and the United States as a whole experienced a 9 percent decrease. Nevertheless, sales during this quarter represent a volume of the province send to the annual seles. new insurance equal to the annual sales of 20 years ago. With incomes of all classes drastically reduced the American people purchased in excess of \$25,-000,000 in every working day during March.

March.

The percentages in the following table give the experience by section for the first quarter of 1932 and for the year 1931. Every section except New England showed a better experience for the first quarter of 1932 than for the year

	First Quarter Compared	1931 Comp. to 1930
	Percent	Percent
U.S. Total	91	87
Middle Atlantic	92	90
New England		94
East North Central	90	86
West North Central		84
South Atlantic		87
East South Central		78
West South Central		80
Mountain		81
Pacific	58	81

Among the cities Boston showed a 15 percent decrease in new business in March, Chicago 17 percent, Cleveland percent, Detroit 17 percent, New York 23 percent and Philadelphia 19

### Gathering of Mutual Life Managers at Atlantic City

The Mutual Life of New York held In Mutual Life of New York held a meeting of its agency managers in the United States and Canada, in Atlantic City, 78 managers being present. Field problems and company methods in connection with new and old business were discussed. The managers spoke hopefully of prospects for the near future, and the general tone of the meeting was optimistic.

Optimistic.

President David F. Houston delivered an address on the company's finances and took part in the discussions. Vice-president William A. Hutcheson, Actuary Frederick L. Allen, General Counsel P. Maxwell Foshay, and Comptroller Frederick W. Miller were among the other spacebase. ther speakers.

### Newspaper Policy Involved

An interesting suit has been filed at Omaha by Mrs. E. E. Van Dusen on a \$10,000 newspaper accident policy issued by the Continental Life of St. Louis. A street car employe was killed by an automobile while he was working on the street. This policy, she claims, has a finely printed clause to the effect that the policy does not cover one working on a public highway. It is asked that the policy be reformed to conform to the representations and advertising matter to the effect that it protected pedestrians from damage suffered when struck by automobiles. The advertisement appeared in the Omaha "Bee."

# "CAN'T AFFORD IT!"

"I'd like to buy Life Insurance, but I can't afford it.'

How many of your prospects have said that to you?

The INSURANCE DIAL BANK brings the insurance premium down to a daily basis, shows the prospect that he CAN afford life insurance, by saving 10c or 25c a day.

Merely turn the revolving etched brass dial to his age, and then say, "Mr. Jones, you're 25 years old. Do you realize you can buy \$3,000 Ordinary Life Insurance at 18c a day?"

The INSURANCE DIAL BANK shows the amounts necessary to be saved daily to purchase \$1,000, \$2,000, \$5,000 or any amount of life insurance at 13 various ages. The dial and figures can be made to comply with rates of any of the Insurance Companies.

## RESULTS!!

Over 2,500 Underwriters now using the Bank in more than 300 Agencies. Read what they say.

HOBART & OATES of Northwestern Mutual Life Insurance

npany of Milwaukee— "Several of our agents have re-ordered several times, which indicates that they are having great success in the use of the bank."

T. F. LAWRENCE, of Reliance Life Insurance Company of Pittsburgh—
"Banks delivered Monday, March 7th. Before noon same day one man closed first case with the bank. Five others during that week. The other men meeting with same success."

WADE FETZER, JR., of Penn Mutual Life Insurance Com-

pany—
"There have been numerous instances in which after all logic had failed introduction of the bank brought action."
CHARLES J. MORRIS of the New York Life Insurance

mpany—
"I have met with great success in presenting this bank, having written applications which I would not have been able to close otherwise."

WALTER N. HILLER of Penn Mutual Life Insurance Com-

"Your banks have assisted me to place insurance and annuities where I would not otherwise have been able to interest those prospects whom I have contacted."

MORRIS J. KOCH of Northwestern Mutual Life Insurance

mpany—
"During the past two weeks I have sold exactly IS applications for a total of \$41,000.00."

FRED A. BATTELLI of the American Life Insurance Com-

"The gentleman who borrowed one of your samples closed four cases since you left, merely on the strength of that sample."

JACK STANLEY of the Equitable Life Assurance Society of the United States—

"Secured five applications first day and have 18 ready for delivery. Secured interview for the placing of a \$50,000 annuity."

# THE INSURANCE DIAL BANK "PEPS UP" SALES

Creates interest—Secures interviews—Prevents Lapses—Makes it easy to sell annuities and ad-ditional insurance to your present clients and offers something tangible to talk about.

## BANTHRICO INC. 2944 W. Lake St. Chicago, Ill.

## The Novel INSURANCE — DIAL BANK —



Takes all coins up to 50c, also paper money. Holds \$15.00 to \$18.00 in assorted coins. Dial of Etched Brass on one side of Bank, as above. Your "Ad" on opposite side, as below.

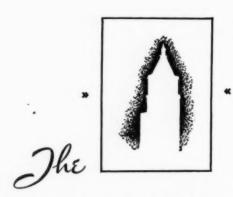


### PRICE LIST-F. O. B. CHICAGO

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Detach and Mail This Coupon

BANTHRICO, INC. 2944 W. Lake St., Chicago, Ill.		C	11	C	C	HE.		2
Enclosed is 75c for 1 Sample Bank							1	
Send full information	* *		*				-	
I represent					× :			
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UNION CENTRAL INSURANCE COMPANY

OF CINCINNATI

Hunounces NATIONAL ADVERTISING CAMPAIGN

in the

SATURDAY EVENING POST AMERICAN MAGAZINE

and over the



"We know that in times like these, aggressive sales and advertising campaigns lead the way to better days and lay foundations upon which business grows to greater heights."-President W. Howard Cox.

**ESTABLISHED IN 1867** OVER ONE AND ONE-HALF BILLIONS IN FORCE

# Some Interesting Phases in M. J. Dorsey Collapse

The fact that M. J. Dorsey, former Life. That made it formidable in any president of the Security Life of Chicago and the Inter-Southern Life of pany. It was the bright particular star cago and the Inter-Southern Life of Louisville, is out of the picture owing to the receivership complications in these companies, will certainly clear the atmosphere so far as the Missouri State Life is concerned. Regardless of what life men hold about Mr. Dorsey, his association with the Missouri State Life association with the Missouri State Life. was a serious handicap to the agents of that company, to its home office and to the insurance world in general. The Missouri State Life is in a far better position now with him eliminated than

### Acted as a Millstone

The Dorsey millstone hung about the neck of the Missouri State and whether he intended to exercise any great influence or not, his reputation with the Security Life and Inter-Southern extended into the Missouri State and people felt that his would be a dangerous hand in its operation. There are different opinions as to Mr. Dorsey's intentions and business character. Throwing the mantle of charity about him it ing the mantle of charity about him it can be said with candor that undoubtcan be said with candor that undoubtedly Mr. Dorsey was grievously disappointed in his financial backing that he counted on when he purchased the Inter-Southern Life. Had he not been involved in the Inter-Southern deal many are inclined to think he could have pulled out with the Security and Northern States Life of Hammond, Ind., regardless of the fact that he still owed the New York Hamburg Company over \$1,000,000 on the purchase price of the Security Life.

### Had Choice Investment Portfolio

Had Choice Investment Portfolio

The Security Life, when it was purchased by the New York Hamburg Company, had as desirable an investment portfolio as any company in Chicago or the west. When the late W. O. Johnson, general counsel of the Erie railroad, was president he took particular pride in building up the investments of the Security Life, of which he was president, on a quality basis. His son, O. W. Johnson, who succeeded the father on his death, carried out the policy of his predecessor and was able to strengthen the company's position so far as its assets were concerned. The elder Johnson and his son completely far as its assets were concerned. The elder Johnson and his son completely elder Johnson and his son completely transformed the company on its investment side. The fact that the Security Life's investments, so desirable in quality, were transformed into stock of the Inter-Southern Life, Northern States Life, policy loans and holdings of like nature, stamped the Dorsey administrations are probletation. tion as an exploitation.

### Financial Backing Faded

When Mr. Dorsey and his lieutenants purchased the Inter-Southern Life and put up \$100,000 as deposit, they had to make good by a certain time or lose the \$100,000. At this junction Mr. Dorsey's supposed financial backing faded out. He turned to different sources for help but assistance was not forthcoming. Mr. Dorsey undoubtedly was grievously disappointed. He had his back to the wall and in his endeavor to save his life in-

and in his endeavor to save his life insurance enterprises he resorted to various means with the result that the life blood lost its red corpuscles and Mr. Dorsey's organization and structure were suffering from anemia.

When the Rogers Caldwell collapse involved the Inter-Southern Life the field was well canvassed in order to secure a buyer. Mr. Dorsey was induced to enter the field and without being sufficiently fortified financially he was led into a deal that eventually caused his collapse. caused his collapse.

The Inter-Southern Life owned a third of the shares of the Missouri State move that involved the St. Louis com-pany. It was the bright particular star to which Mr. Dorsey was hitching his wagon. A third interest in one block would naturally make it a dominating

### Gave Owner Commanding Hand

Mr. Dorsey contended, and he had justification for it, that the fact the Inter-Southern owned one-third of the stock in one block made its value higher than that of current market quotations because scattering shares here and there would not cut the figure that a large block would especially where it meant one-third of the entire shares and practically gave the owner the commanding hand. The fight for control over the Missouri State in which the Dorsey interests were augmented by that of Theo. Missouri State in which the Dorsey interests were augmented by that of Theodore Felss, the Cincinnati milling man, who was the largest individual stockholder outside of the Inter-Southern, gave the Dorsey plan a big impetus. It was at this time that the Dorsey menace became apparent and it was the darkest hour in the struggle of the Missouri State Life to emerge from this particular embarrassing situation. particular embarrassing situation.

### Tressel Made Executive Vice-President

Finally after both factions had reached the climax of mud slinging a compro-mise was effected. In the compromise H. S. Tressel, vice-president and secretary of the Security Life and a man of astute training along actuarial and accounting lines, became executive vice president of the Missouri State. It was evident by this action that Mr. Dorsey's hand was to be a heavy one. Another of his cohorts, C. Edwin Johnson, vicepresident Security Life, became executive vice-president of the Inter-Southern and Mr. Dorsey himself was elected president of the Inter-Southern. That seemed to put Mr. Dorsey and his associates in complete control of the chain of companies.

### Hallgarten & Co. Stepped In

As events moved on evidently the New York Hamburg Company and Hallgarten & Co. of New York saw that their \$1,000,000 principal and accrued interest had not been paid. Therefore Stephen Paul of Hallgarten & Co. began to take an active hand and forced the Dorsey crowd out. Supposedly the application for receiver of the Missouri State may have been part of the program to bring matters to a head.

The danger that well managed life companies and their executives saw in the Dorsey enterprise was the attempt of people to do ambitious things on shoe string. Regardless of Mr. Dorsey's honesty of purpose he did not have the sinews of war to justify his operations.

### Missouri State Life Is Freed

The fact that one-third of the shares of the Missouri State Life were owned by the Inter-Southern Life did not affect the financial standing of the Missouri State Life per se. However, the souri State Life per se. However, the fact that the Inter-Southern Life through Mr. Dorsey was attempting to gain the upper hand muddied the waters exceedingly. In the opinion of close observers the atmosphere for the Missouri State Life is now cleared and it has the proof of the souries of the source o should have no difficulty in carrying The insurance commissioners that been examining the Inter-Southern Li endeavored by many ways to break at the block of stock held by the Inter-Southern but were unable to do so. It will now be possible for this block to get into worthy hands or to be broken in the Missouri State Life has a very capable home office force and a fine field (CONTINUED ON PAGE 12)

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## Attempt to Lift the Receiverships

Resurrection of Companies Hinges on Sale of Missouri State Stock

DORSEY OUT OF PICTURE

Efforts Directed at Releasing Security, Inter-Southern, Instead of Selling Their Business

NEW YORK, April 28.—Several people are understood to be interested in the purchase of the block of Missouri State Life stock owned by the Inter-Southern Life. Disposal of these holdings at a satisfactory figure, it is said, would put both the Inter-Southern and Security Life in such a position that the receiverships could be lifted. It is also possible that aid may be forthcoming from the Reconstruction Finance Corporation.

Possibility of resurrection of the Inter-Southern Life of Louisville and the Security Life of Chicago, both of which are in receivership, hinges very largely on whether the block of 350,000 Missouri State Life shares owned by the Inter-Southern can be disposed of at somewhere near \$60 a share, the price at which they are carried in the Inter-Southern portfolio. All efforts at present seem to be directed toward lifting ent seem to be directed toward litting the receivership from the two companies rather than selling their business. Various propositions have been made informally for the purchase of the 350,000 Missouri State shares. One report is that certain "eastern interests" would be willing to buy those shares under a long term purchase contract with low rate of interest at a price near \$60 a share. The Security Life owns about 50 percent of the stock of the Inter-Southern. Southern.

Southern.

John A. Massen is in full charge at Chicago as receiver for the Security Life and is not being assisted by Machir J. Dorsey, former president of the Security, nor by S. Edwin Johnson, former executive vice-president. Mr. Dorsey and Mr. Johnson are completely out of the picture. The prominent law firm of Bull, Lytton & Olson, which has been representing the Security, is attorney for the receiver for the Security.

### Massen at Louisville

Massen at Louisville

Mr. Massen spent several days last week at Louisville and Frankfort, Ky., getting acquainted with personalities, the various interests, etc. in the Inter-Southern-Security picture. He realizes the importance of the receivership to life insurance generally and is eager to help bring about as satisfactory a solution as possible for the sake of the institution of life insurance as well as for the immediate interests. He is eager that if the Missouri State Life stock held by the Inter-Southern can be sold, that by the Inter-Southern can be sold, that of the Inter-Southern can be sold, that disposition be made with as much rapidity as possible, so that the affairs of the Security may be straightened out with as much rapidity as possible. He realizes that to allow negotiations to stretch out indefinitely would result in even greater depreciation of the value of the life insurance on the books. He

### F. H. Ecker and Mrs. Ann Stafford Wed Saturday

NEW YORK, April 28.—Mrs. Ann Edith Stafford and F. H. Ecker, president of the Metropolitan Life, will be married Saturday at the Fifth Avenue Presbyterian Church here, it has been announced. Mrs. Stafford is a daughter of Dr. Philip Delig Paris physician physician.

announced. Mrs. Stafford is a daughter of Dr. Philip Dally, Paris physician.
She was married in 1922 to A. le Grand Stafford of Buffalo, from whom she was divorced in 1927. Mrs. Stafford received her master's degree from Oxford and in recent years has engaged in literary work in Paris and New York. Following a wedding trip in Bermuda the couple will live in Greenwich, Conn., returning to their winter residence in New York Nov. 1.

Northern States shares in the Security portfolio are in Massen, as receiver.

Mr. Massen said that a separate account has been opened for the deposit of renewal premiums. He said that every effort will be made to avoid dipping into that fund, but it may become necessary to draw upon it to some extent for taxes, etc.

It is understood that part of the un-

It is understood that part of the un-paid death claims of the Security con-sist of that company's share of the Wil-liam Wrigley insurance. Lee P. Miller of the Fidelity & Col-umbia Trust Co. at Louisville, who is joint receiver with Lieutenant Governor A. B. Chandler for the Inter-Southern, is preparing to present a petition before Circuit Judge Ford of Franklin court seeking more specific rulings and broader powers for the receivers. Mr. Miller said that a reorganization or reminsurance program may be worked out. Miller said that a reorganization or reinsurance program may be worked out soon. The Inter-Southern receivers have until May 21 to make their report on the condition of the Inter-Southern. At that time the receivership will probably be made permanent if some program has not been developed.

The Inter-Southern receivers said that they reduced the company's payroll \$48,979 the first day they had charge.

### Controversy in Arkansas

Contreversy in Arkansas

A controversy has developed in Arkansas over the appointment of ancillary receivers there. Circuit Judge Mann of Little Rock appointed M. J. Harrison receiver in Arkansas for the Inter-Southern and Elmo Walker for the Security Life on petition filed bythe attorney general on behalf of Commissioner Dulaney. Then Chancellor Hammock at Dermott, Ark., appointed G. A. Franklin as Arkansas receiver for the Inter-Southern and Security, ruling that Judge Mann acted without authority in appointing receivers. This will cause a contest in the court.

Commissioner Herdman has abandoned his plan of asking that a receiver be appointed in Nebraska for the Inter-Southern. He plans to follow the advice of the attornew general that the federal court receiver in Kentucky be asked to designate someone in Nebraska to act for him in looking after the Arkansas property of the Inter-Southern. The attorney general at first had been asked to seek the appointment of E. H. Luikart, head of the Nebraska department of trade and commerce, as receiver.

Commissioner Kidd of Indiana has filed suit with the federal court in Indianapolis for ancillary receivers for the Inter-Southern and Security. The case was continued until April 29 by Judge Baltzell.

Many outside observers believe that

He realizes that to allow negotiations to stretch out indefinitely would result in even greater depreciation of the value of the life insurance on the books. He feels that he is sufficiently acquainted with the background in Kentucky, so that whenever a move is made there, he will know how to interpret it and act accordingly.

Mr. Massen said that he is keeping an eye on the Northern States Life of Hammond, Ind., control of which is held by the Security. Title to the

# New York Life's Radio **Programs**

"Great Personalities of American History"

May 3:

A radio play or drama of episodes in the life of Andrew Jackson, seventh President of the United States and a commanding personality in American history. Uneducated, rough and ready, familiarly known as "Old Hickory," he was a loyal patriot. His career was full of dramatic incidents and adventures. He was the first President to come from frontier life and in that sense a real symbol of Democracy in the White House.

The agents of all companies are invited to tune in on our programs every Tuesday evening on any of the following stations:

9:30 P. M	. Eas	tern			
Daylight !	Savin	g Tim	e		 New York(WJZ)
44	66	66			 .Boston(WBZ)
44	66	66			.Springfield(WBZA)
46	44	44			Pittsburgh(KDKA)
8:30 P.M	. East	tern			 
Standard	Time				 .Baltimore(WBAL)
44	44				 .Rochester(WHAM)
44	44				.Cleveland (WGAR)
8:30 P. M	. Cen	tral I	ayli	ght	
					.Chicago(WENR)
7:30 P. M	. Cen	tral			
Standard	Time				 .St. Louis(KWK)
44	66				. Cedar Rapids (KWCR)
44	66				-Council Bluffs(KOIL)
44	44				.Kansas City(WREN)



HOME OFFICE BUILDING

# **NEW YORK LIFE** INSURANCE COMPANY

51 MADISON AVENUE NEW YORK, N. Y.

The dominant figure in North Dakota life insurance during the past 25 years



A. W. Crary

APRIL of this year marks the twenty-fifth anniversary of A. W. Crary as North Dakota general agent for Northwestern National Life of Minneapolis.

During this quarter of a century Northwestern National, by virtue of Mr. Crary's superb efforts, has experienced greater growth in North Dakota than any other of the 62 life insurance companies now operating in that state. From the \$650,000 of insurance which this company had in force in North Dakota when he started in 1907, Mr. Crary has built up the substantial total of approximately \$30,000,000 in force—more than 10 per cent of all the life insurance now held in North Dakota.

It is therefore with pardonable pride that we call attention to this splendid record and say "Hats off" to A. W. Crary and his agency, now starting on their second 25 years with this old Company.



Northwestern National LIFE INSURANCE COMPANY

STRONG~ Minneapolis.Minn. ~LIBERAL

Opportunity

### Aetna's Creditor-Group Plan Is Being Tested in Alabama

FRIENDLY ACTION IS HEARD

Superintendent Greer and Attorney-General Oppose Contracts—Company Seeks High Court Ruling

MONTGOMERY, ALA., April 28.— Friendly injunction proceedings were filed in the Montgomery circut court by the Aetna Life against Superintendent Greer to test the validity of two credi-tor-group policies which the company proposes to issue in this state in con-rection with the lending of large sums

nection with the lending of large sums of money on real estate.

A hearing was held Friday before Circuit Judge Jones and appeals will be perfected with the idea of carrying the case to the supreme court soon.

### Presents New Issue

It is claimed that the problems in this case have never before been acted on by any court in the United States, and the assertion is made that upon the outcome depends whether this plan shall be put in operation first in Alabama and then in numerous other states, the initial

then in numerous other states, the initial test to be made in this state.

In one of these policies the Aetna proposes to issue a group policy on a flat rate to persons between ages 21 and 59, inclusive, who have borrowed money from the company on real estate. A person making a loan for the usual person making a loan for the usua person making a loan for the usual period of 15 years can receive a group policy in like amount at this flat rate. The amount of the policy gradually tapers off in proportion to the gradual diminution of the loan until it expires at the end of 15 years.

### State Approves Plan

Judge Jones held that this type of policy is not contrary to the laws of Alabama and is perfectly valid, although the state, through its counsel, Assistant Attorney General Albert Carmichael, contended that it is in clear violation of one criminal statute and an anti-discriminatory law.

In the other type of credit or group policy, the company proposes to charge the group policyholder an adequate rate based on his age, but as an offset the interest on the mortgage loan would be made variable; that is, the older the

be made variable; that is, the older the policyholder, the less his interest on the loan, and the younger the policyholder the more his interest, making the actual rate equivalent to a flat rate. Judge Jones held that this form was a violation of law, constituting practically

### Legality Questioned

The most important policy of the two to the insurance department was the flat rate proposal, first mentioned above. The question involved, according to Mr. Greer, was whether one-year renewable term insurance or group insurance at the same rate per \$1,000 for all ages from 21 to 59 inclusive is

legal.

The state contended that it violates section 4589 of the code of 1923 which says that any company or agent who allows an advantage to any policyholder over others of the same class shall be guilty of a misdemeanor. Mr. Greer maintained that to charge a policyholder at age 59 the same rate as at 21 is to give a distinct advantage to the older policyholder, and thus to violate this

### Contention of State

The state also contended the pro-posed policy violates section 4604 of the code which says that no life company shall make or permit any distinction or discrimination in favor of policyholders of the same class and equal expectation of life in amount of premiums charged. Because the company is selling group in-surance under employer- employe groups at a rate different from the rate

### Home Office Underwriters Program Is Now Announced

MEETING AT PHILADELPHIA

Number of Prominent Speakers Are Scheduled to Read Papers at Forthcoming Gathering

NEW YORK, April 28.—Timely addresses by men well known in the life insurance world will feature the program of the Home Office Life Underwriters Association at its meeting at Philadalabia May 26.27. The program Philadelphia May 26-27. The program, just released by W. F. Rohlffs, assistant secretary New York Life and chairman of the program committee, is as follows:

First Day

Morning session, chairman, A. D. Reiley, Mutual Life of New York.
"Varied Views of Insurable Interest,"
H. H. Jackson, actuary, National Life of Vermont.
"Anticipating Mortality," Dr. J. V. E. Westfall, vice-president Penn Mutual Life.

Luncheon, speaker, M. A. Linton, president Provident Mutual Life.

Afternoon, session, chairman, W. H. Dallas, Aetna Life.
Report of Occupational Committee.
"Occupational Underwriting of the Premium Waiver and Double Indemnity Benefits, W. N. Bagley, assistant actuary, Travelers.

"Serious Underwriting Problems," a review of two of the greatest hazards in the history of insurance, J. J. King, president Hooper-Holmes Bureau.

#### Second Day

Morning session, chairman, W. F. Rohlffs, New York Life. Underwriting Clinic.

Underwriting Clinic.
"Cost of Delay," Leigh Cruess, assistant secretary, Home Life of New York.
Luncheon, speaker, W. A. Law, president, Penn Mutual Life.
Afternoon session.
"Our Partners in the Field," Howard Goodwin, second vice-president, Phoenix Mutual Life.
Address by President W. L. Talbot of the Fidelity Mutual Life.

charged in the proposed creditor group, Mr. Greer stated, it would violate not only section 4589, but also section 4604.

## **Gets Promotion**



D. R. FERGUSON

D. R. Ferguson, whose promotion to inspector of agencies of the Great-West Life is announced, was educated at St. John's College, Winnipeg, and McGill University. He has been district inspector of the Portage district. Mr. Ferguson is a son of C. C. Ferguson, general manager of the company.

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## As SEEN FROM CHICAGO

### HONOR MANAGER HAVILAND

The Haviland agency of the Connecticut General in Chicago had an unusually good day April 20, as 31 agents produced \$219,000 life volume, and a substantial accident business. The reason for the spurt was that Manager F. H. Haviland celebrated his 41st birth-There were 41 applications.

### SPAULDING AGENCY SCHOOL

The Spaulding agency of the Mutual Life of New York is conducting a Tuesday night school under I. B. Jacobs, educational director, which will be concluded in two weeks.

### AGENCY SUPERVISORS MEET

The Life Agency Supervisors Association has scheduled a series of round table discussions of important field questions, the first of which, "Methods of Securing Men," will be treated at the meeting April 28 in the Brevoort Hotel. The subject will be developed under sub-heads: Methods of securing men, selection of men, methods of getting new men into quicl: production, prospecting for business, training new men, agency meetings.

### HOBBS' FATHER CRITICALLY ILL

H. W. Hobbs, father of P. B. Hobbs, agency manager of the Equitable of New York in Chicago and a cashier for the company, is in a critical condition following a stroke last week.

### NEW MEN LEAD VETERANS

New men in the Chicago agency of the Union Central under Manager H. A. the Union Central under Manager H. A. Zischke are leading the veterans a merry race. The new men in the first quarter year have a slightly greater paid production than old men. Something near a 15 percent increase in paid for is expected in April. Manager Zischke has noticed a close connection between policy loans and the stock markets. He says whenever quotations rise an easing of policy loan demands is noted, and ing of policy loan demands is noted, and a depression of the stock market invariably brings increased demand for loans. He believes a graph of the two factors would show policy loans fluctuating inversely to the movement in stock quotations.

### GIFT TAX CREATES OPENING

Bokum & Dingle, general agents Massachusetts Mutual Life, see a big demand for annuities this year, especially in face of consideration by Congress of a heavy tax on gifts. The bill is reported to have passed the house and to be now in the senate. The tax would be graded in brackets similar to the federal estate tax, and it is said would approximate 16½ percent on million dollar gifts. Rich men, who in their lifetimes are accustomed to make outright gifts of large amounts to sons, daughters, other relatives and charitable or other institutions, which if made sufficiently in advance of death are looked upon as not with intention of evading the estate tax, will be especially affected the estate tax, will be especially affected by the gift tax. The situation is met by arranging a single premium life policy in conjunction with an immediate refund anuity. A considerable amount of such business already has been written in preparation for the anticipated gift tax.

### HOUZE AGENCY PROSPERS

Most agencies which have maintained Most agencies which have maintained their production this year have done so by writing a greater number of applications and for smaller amounts than in the past. This has been the record of the last two weeks of the Houze agency of the John Hancock, Chicago. Week before last the agents wrote \$191,000 of ordinary business and \$40,000 commuted value of annuities, there being 35 cases.

Last week they wrote \$361,000 ordinary in 52 cases and \$60,000 annuities. There was no big business done in either of these weeks, the largest being two \$25,000 cases, one \$20,000, one \$18,000 and five \$10,000 cases. There was a considerable proportion of cases as low as \$1,000, \$2,000 and \$3,000. General Agent W. M. Houze and C. F. Schuster, who has charge of new agents, in school work are stressing definite, prepared presentations with at least an app. a week.

### CONSERVATION MAN VISITOR

Donald J. Mix, head of the State Mutual's home office conservation department, was a visitor in the Chicago agencies this week, winding up a 9,000-mile tour of the country on which had visited practically all the company's agencies. His mission was to get first-hand information on lapsation, policy loans and suggestions from field menon how to meet the situation. While in Chicago he conferred with Everts Wrenn and R. J. Wiese, general agents.

### R. J. Merrill's Death Brought Sincere Regret on All Sides

Robert J. Merrill, president of the United Life & Accident of Concord, N. H., and former insurance commissioner of the state, died Friday. Mr. Merrill walked with crutches but even with a physical handicap he had a rare vision and great energy. His rugged honesty of purpose was often admired. He was also vice-president of the Concord Mutual Fire. He was appointed insurance commissioner of New Hampshire in 1911 and left the department in 1917 to become secretary of the United Life & Accident. He was born in Claremont, N. H., Oct. 18, 1878, and started his insurance career as a local agent in that town in 1905, remaining until he was

### Union Central Life Begins Series of Radio Programs

The Union Central Life started last Sunday a series of broadcasting programs. The plan is to give historical and biographical sketches linked up with institutional and Union Central Life advertising. The main theme will with institutional and Union Central Life advertising. The main theme will center around historical dramas depicting actual events with central characters who are fictional and side characters from actual history. The Union Central is using the Columbia broadcasting system. Some of the work will be done from New York and the rest from Chicago, depending on where the star is located who will do the broadcasting. The first broadcast featured Otto Kruger, the stage star, who has appeared in "The Royal Family," "Private Lives," "The Counsellor at Law," "Easy Come—Easy Go." The story last Sunday, "Drums & Roses," featured the attack on Jamestown, Va., in 1622.

retary to president. He was often seen at the meetings of the American Life Convention and served as chairman of the financial section when it was in-

# COMPLETENESS



The time is coming when the insurance agent will become the Insurance Counsellor.

Modern people, ever conservative of time and interests, will one day seek out the ONE responsible agency.

A Continental connection can help you bring this day closer. Continental facilities, service, development—evidence of Continental DURABILITY—are ideal in completeness.

# CONTINENTAL ASSURANCE

CHICAGO



# CASUALTY COMPANIES

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## **Dallas Advertising Conference Notes**

By R. J. McGEHEAN

The meeting of the southern group of the Insurance Advertising Conference in Dallas was not entirely complete due to the absence of one very pleasant member, Miss Chio Peterson, Business Men's Assurance, who missed her first meeting of the southern group. Miss Peterson very active in the conference has usually appeared on the program.

A. G. Furey, Great American Life of San Antonio, was the newest member of the conference in attendance. He became a member while attending the Dallas session. Besides representing his company, Mr. Furey furnished several songs at the get-together banquet Sunday night. He acted as his own accompanist.

\* \* \*
The attractive exhibits of advertising came in for a great deal of comment. There were more than the usual number of displays and a great deal of time and effort was evidenced by their attractiveness. Many outside the insurance fraternity dropped in to view the displays.

The meeting was visited by more ex-ecutives than has any one in the past four years. The following were pres-ent: Harry Seay and Col. William Tal-bott, Southland Life; D. Easley Wag-

goner, United Fidelity Life; R. A. Goodman, Southwestern Life; A. C. Raines, Great Southern Life; Dr. O. E. Segura, Lamar Life; L. C. Bradley, Fidelity Union Life; James F. Rodgers, Texas Security Life, and W. J. Laidlaw, Gulf States Life.

The cooperation of the Dallas Adver-

The cooperation of the Dallas Advertising League was certainly commendable and the entertainment provided by that organization was enjoyed by everyone who attended. A dance and floor show were provided on Monday night and a luncheon on Tuesday.

\* \* \*

The efforts of Lorry Jacobs. John Murphy and Hex Magee in arranging the meeting were untiring and they of course were rewarded by the fine attendance. Nothing in the way of insurance advertising subjects, entertainment and exhibits was overlooked by the trio.

In the absence of C. S. S. Miller, it was hard to decide the most perfect delegate from ... sartorial standpoint. Several of them ran a very close race, with Seneca Gamble, C. R. Tucker and Bill Wisdom in the van.

Col. William Talbott, who dropped in at one of the sessions was introduced and

asked to say a few words. In his talk, Colonel Talbott pointed out the neces-sity of cooperation between the adver-tising and agency departments in pro-ducing successful results from adver-tising.

Frank Ennis arrived in Dallas on Saturday and visited Frank Grover and Tillou Forbes, southwestern managers of the America Fore, and Fidelity & Casualty. Both of these southwestern men were seen at the close of the meeting talking Mr. Ennis out of his attractive exhibits, so they could display them in the local offices.

\* \* \*

Both Charles Fleming, Life Insurance Company of Virginia, and Seneca Gamble, Volunteer States Life, combined agency rips with attendance at the conference. Both left immediately after the meeting for agency tours in Texas.

Hugh J. Farrell and H. Clay Safford, Hooper-Holmes Bureau, dropped in at the meeting on several occasions.

the meeting on several occasions.

\* \* \*

Lorry A. Jacobs, Southland Life, explained his company's ways of "Helping the Agents Advertise." Forty-four different forms of advertising are available to Southland agents and they are all followed up by the company. This advertising takes in newspaper copy, novelties, calendars, window displays, direct mail services and birthday cards. Mr. Jacobs explained the difficulty in getting the value of these forms over to the agent at the start. Even now it is

Study of Buyers of \$10,000 Policies or More

A cumulative study of the buyers of policies of \$10,000 or over for the past 15 months made by the Lincoln Na-tional Life shows bankers and bank 15 months made by the Lincoln National Life shows bankers and bank managers to hold the leading position seven times during the period. Second honors went to retail dealers who ranked topmost in six of the 15 months surveyed. The other two leadership places went to physicians and surgeons (November, 1931) and to iron and steel executives (February, 1932).

A study of both first and second places for the 15-month period shows the banking fraternity to be listed in 12 out of the 30 available places. Others securing either first or second places for the months shown were retail dealers, lawyers, physicians and surgeons, commercial travelers, laundry owners, and iron and steel executives.

and iron and steel executives.

Although the first two places were

taken each month by professional men or by men owning their own business, yet a careful scrutiny of the entire lists for 15 months back shows the great majority of buyers to be from the sal-aried classes. More than 70 percent of the complete group were managers or junior executives. Occupations were ex-tremely diversified—from almost all tremely diversified fields of endeavor.

necessary to give them a lot of time and explanation. He also pointed out the fine results which have been obtained and which have always been checked up for their value.

## Sales Congress at Nashville

Reece, T. E. Hand, Ted Simmons, L. O. Schriver, C. V. Anderson Are Among the Seakers

The annual sales congress of the Tennessee Life Underwriters Association is being held in Nashville Friday of this week. An outstanding program has been arranged. Prof. Wm. A. Irwin, of Washburn College, Topeka, will address the meeting and also deliver an address the meeting and also deliver an address in the evening, to which the public is invited. Others on the program are Commissioner Reece of Tennessee; C. Vivian Anderson, of the Provident Mutual in Cincinnati; Thos. E. Hand, vice-president and general manager Standard Life of Jackson. E. Hand, vice-president and general manager Standard Life of Jackson. Miss.; Ted Simmons, manager United States agencies for the Pan-American Life, and Lester O. Schriver, manager Aetna Life at Peoria. Frank Fomack of the Life & Casualty is president of the Tennessee association.

### ictory, Chicago, Reorganizes

Directors of the Victory Life of Chicago elected a new staff of officers this week. Anthony Overton, a prominent leader on the south side of Chicago, is president. He is chairman of the board of the Douglas National Bank and presidents. of the Douglas National Bank and president of the Overton Hygienic Company.

I. J. Joseph is assistant to the president. Mr. Joseph assisted in the organization of the company by Mr. Overton in 1924 and for three years was vice-president and general manager. He has had about 18 years' experience in the business. He organized the Lincoln Reserve Life of Birmingham, Ala, and was with it in agency work for 10 years.

with it in agency work for 10 years.
R. H. McGadock becomes vice-president and treasurer. He has been vice-president as well as a director. Martha Anderson is assistant treasurer, Dr. Ed. ward S. Miller is secretary, E. O. Tibbs and A. D. Johnson assistant secretaries under the new arrangement. Mr. Johnunder the new arrangement. Mr. Johnson was formerly secretary of the company but retired in March, 1931. J. A. Howard is acting agency manager.

J. E. Stamps, superintendent of agen-ices, and C. A. Shaw, assistant to the president, have resigned.



# Organized Selling Methods

have found the answer to the vexing question-

"How to really train and supervise 'The Man on the Street' in a way to HELP HIM"-so far as Minnesota Mutual General Agents are concerned.

The

Minnesota Mutual Life Insurance Company

Saint Paul, Minnesota

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### Metropolitan Men in Annual Review

(CONTINUED FROM PAGE 1)

working out complete programs in health and life insurance and pensions, so the individual will have a "definite guaranty, and will not be allowed to become the victim of a plan built upon the theory that future generations will willingly foot the bill."

Third Vice-president J. L. Madden, speaking on "The Plus Values in Metropolitan Service," stressed that the Metropolitan long has devoted itself to public service. He urged emphasis on iollowing up policyholders and prospects who are business men.

Opportunities in Group

### Opportunities in Group

Third Vice-president A. C. Campbell spoke on "Selling Group Retirement Plan—a Field Man's Opportunity." He said a recent survey showed 420 corporations in this country employing 4,000,000 people, which operate formal pension or retirement plans. Under these, approximately 95,000 retired employes received in 1930 pension benefits of \$55,000,000 to \$60,000,000. Over 150 corporations operate informal pension plans, which treat individual cases on their merits. Seventeen states operate pension or old age relief plans. In the last two years almost 400 old age pension bills were introduced in state legis-

### Industrial Results Excellent

R. V. Carpenter, actuary, spoke of "Advances in the Field of Industrial Insurance." Concessions and increased Insurance. Concessions and increased benefits in recent years have been made possible because of the remarkable decrease in mortality among industrial policyholders, particularly at younger ages, and because of great decrease in

ages, and because of great decrease in the rate of expense. H. E. North, third vice-president, dis-cussed "Why Modern Methods are Needed in Sales Education and Sales Training." He said some managers do Training." He said some managers do not believe in organized training, but the world today is calling for trained salesmanship. He does not subscribe to the old theory that salesmen are born and not made. Even the "born musician" spends years under the best teacher he can afford.

### Urges Work on Loans

F. J. Williams, third vice-president in charge Pacific Coast head office, gave "Some Experiences on Loans as Related to Lapses." Whatever the reason for the loan, agents should make their policyholders realize they are borrowing from their dependents and should urge repayment, at least in small amounts, at regular intervals. Persons who have secured distress loans found their policies their best friends in time of need and should feel impelled to repay their loans and avoid lapsation in case another emergency should arise.

H. D. Wright, third vice-president in charge Canadian head office, talked on "Our Present Opportunity," suggesting it will be well to stop making comparisons with the halcyon days of 1928 and 1929, which probably will not return in this generation, and to go about the daily work without waiting for the situation to become better. Agents must be more adaptable today; they must show greater judgment and ingenuity.

Income Plans Are Fuvored

### Income Plans Are Favored

Samuel Milligan, third vice-president, discussed "Ordinary Trends." The present costly lesson of the insecurity of income, he said, has created a wonderful field for selling family insurance on the income plan, and there also is great opportunity for selling business insurance to cover the probability of loss in many business transactions.

in many business transactions.

S. M. LaMont, third vice-president, speaking on "Production Plus Conservation in Accident and Health," said conservation begins with production. The very quality of the business may militate against persistency. Quality

embraces physical condition, occupa-tional exposure and moral hazard, all of which are susceptible to control by proper and intelligent direction. The convention, which was attended by 1,200 district managers and other

field representatives concluded with a banquet at the Hotel Astor.

## **Anti-Selection Is** Seen in Lapsation

(CONTINUED FROM PAGE 1)

fice in putting sound business on the fice in putting sound business on the books. Agents are under pressure. There is no doubt of that. With many, it probably is a fight for life. In such emergency there are many who figure that selection is after all a responsibility and function mainly of the home office staff. A nationally known medical director says this week the companies never have "washed" so many rejects of other companies as now. Agents "hawk" a borderline or sub-standard risk from company to company, hoping eventually company to company, hoping eventually to get it placed. Almost invariably the system of inter-company reporting checkmates this attempt, but a sufficient percentage of these risks can be patched up and made fairly presentable to make the effort profitable for some agents.

### Training in Sub-standard

The medical director mentioned above sees less present harm resulting from this than future, for he says agents are this than future, for he says agents are getting an education in handling subsatndard business that they would not get in normal times, and the effects of this will carry over into normal times. This official finds cooperation of field with home office much reduced. In fact, he says, "Agency selection just ain't at the present time." This is probably an extreme view, for there are undoubtedly many conscientious agents who have not lowered the bars, but at least it indicates a strong tendency. Another important factor, it is believed, is in the spread of the thought of life insurance as an investment. People have turned from the stock, bond and real estate markets to life insurance. Thousands upon thousands of life insurance men have been hammering home the idea agent sizes that 1920 stock crack.

ance men have been hammering home the idea ever since the 1929 stock crash.

### Investment Idea "Oversold"

There are some persons who believe there may be over-selling of this idea. One official says the public almost overbelieves in life insurance as an investment, and as a consequence are using all their powers of selection to get on the books of life companies. In this effort they of course receive hearty support of agents, which is satisfactory if they are good risks, of course. However so strong a tendency it is believed usually results in anti-selection.

The underwriters do not like extreme trends. They suspect always that vio-

trends. They suspect always that vio-lent reactions may result. The end results in life insurance do not show up for many years, when it is too late to do anything about it.

### Nollen to Preside

President G. S. Nollen of the Bankers
Life of Iowa will preside at a banquet
in Des Moines May 3, sponsored by the
Iowa Farm Real Estate Association
with J. C. Stone, chairman of the Federal Farm Board, as the principal
speaker. S. F. Westbrook, vice-president of the Aetna Life, will also speak.
The Iowa Farm Real Estate Association was organized this spring by insurance companies, land banks, commercial ance companies, land banks, commercial banks, trust companies and other institu-tions owning farms and farm mortgage investments.

### "TIME TO STOP WORRYING"

Part of May Service-for mailing to policyholders and prospects. 16 PAGE BOOKLET-15 FOR \$1

The Insurance R & R Service Indianapolis, Indiana

# POLICYHOLDERS APPRECIATE B. M. A. SERVICE

We could ask no better recommendation of B. M. A. Insurance than the hundreds of letters of appreciation and endorsement of B. M. A. service that come unsolicited upon payment of claims to policyholders and beneficiaries.



enthusiastic letter is but a specimen of the many that endorse B. M. A. complete protection, and the "100%" service which this company strives to give to all policyholders.

Life - Accident - Health - Group - All - Ways

## BUSINESS MEN'S ASSURANCE COMPANY

KANSAS CITY, MISSOURI

W. T. Grant, President

# His Responsibilities---And Yours

The Prospect certainly has them, but the wise insurance salesman never forgets his own.

> As an example, consider the salesman who has neglected making that "one more" effort to convince a prospect, and learns that the latter has unexpectedly been lost to his family before acquiring pro-

> This has happened and it will happen again, but there should be an effort to prevent it.



## The Prudential Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office Newark, New Jersey



## "Time Saver" Is Distributed

dent and health policy analysis, out this week, from THE NATIONAL UNDER-WRITER press, shows for each company represented in the book, what occupa-tional manual is used. This information is very important, for those who de-sire to make a close analysis of policy coverages and rates. Other points of coverages and rates. Other points of information included about each com-pany are date of organization, states where licensed. Included also are names of the chief executives in the accident and health department or companies, names of the chief underwriters, claim department managers, agency super-visors and medical directors. Financial statements on every company which did \$100,000 or more of business in 1931 are given in a special section.

In the "Time Saver" will be found also a list of life companies which had

a premium income of \$1,000,000 or more in 1931 with information about their writing of permanent disability coverage. If the company has disconcoverage, an analysis of the coverage is provided, showing any changes that have been made.

An interesting and valuable addition

An interesting and valuable addition to the new book is a section of 10 pages used for sales charts, facts and diagrams. The sales diagrams and charts included are those which have proved the most popular by tests among the agents. These special divisions are an addition to the main body of the book which gives a complete analysis of commercial accident and health contracts. The new book contains 896 pages and sells for \$4.

### Some Interesting Phases in M. J. Dorsey Collapse (CONTINUED FROM PAGE 6)

organization. It is the largest nonparticipating company in the central west. It has a good name and should west. It has a good name and should now be able to overcome the previous Dorsey influence. Naturally when the Inter-Southern

Life ownership was dangled in front of Mr. Dorsey's eyes it brought to him a dream of wide consequences. The mere fact that his organization would own fact that his organization would own the Inter-Southern Life did not appeal to him so strongly as did the possibility of getting hold of the Missouri State. The Missouri State in turn had an option on the Southwestern Life of Dallas, which is a highly desirable institution. The Keystone Holding Company came into play at the time the Inter-Southern was purchased. It bid in the Interwas purchased. It bid in the Inter-Southern Life at \$1.50 a share and sold it to the Security Life for something like \$1.94 per share. Undoubtedly it was the possibility of merging all these interests that appealed to the imagination of Mr. Dorsey. That would give him a dominant hand in the Security Life, Northern States Life, Inter-Southern Life, Missouri State Life and Southwestern Life. western Life.

### Hope to Reinsure Business

The hope is expressed that the Inter-Southern Life and Security Life business can be taken over by some other company. Naturally in both cases the reserves are impaired. Therefore a lien would have to be put on policies depending entirely on the amount of good securities that can be turned over to back up the reserves. Some interests in back up the reserves. Some interests in Louisville, it is stated, are attempting to bring influence to bear to liquidate the Inter-Southern Life without having its going business reinsured. The leaders in life insurance opinion oppose any such plan. They feel that the policy-holders should be protected just as far as possible through reinsurance. Policy-holders would derive much more benefit from this plan than through liquida-tion. Undoubtedly it would be a juicy tion. Undoubtedly it would be a july morsel for a receiver to liquidate. All right thinking people want to see the policyholders protected just as far as possible. It will take some time probpossible. It will take some time probably to find out to what extent the reserve is impaired and what the valuation of securities is in case of each com-

### Nelson Is General Agent

Riley C. Nelson, Council Bluffs, Ia., has been appointed general agent for the Peoria Life and will be associated with A. E. Bryan, district manager.

Havana has been selected as the place for the Business Men's Assurance all-star salesmen's annual celebration in January, 1933.

### Stevenson Calls Company and Personal Assets Prime Factor

(CONTINUED FROM PAGE 4)

"Our personal assets in the way of education, health, personality, vary as the assets of the companies vary. But, just as every company's admitted assets list bonds, mortgages and policy loans, our admitted assets if we are in the life insurance business must list: 1. An un-shakable faith in the wonderful institution of life insurance; 2. a thorough appreciation and complete understanding of the magnificent service which life in-surance renders; 3. the ability to carry the message of life insurance in order that it may fulfill its purpose in serving human needs."

### Pittsburgh Sales Congress Draws a Large Attendance (CONTINUED FROM PAGE 3)

put at ease. The agent should favorably identify himself. The value of a life financial plan should be outlined and the prospect should be asked if he has undertaken such a plan. Then the necessary information should be ac-

quired. Then the agent should return a writ-ten analysis and solution, which should be discussed fully. If the solution as-swers the problem, the business comes if its own record, he said. Pressure is of its own accord, he said. Pressure is not needed on the sale, but only on the

Far more people than is realized have surplus funds, but must be stirred emo-tionally before they will invest it, ht

### **Examination Cost Procedure**

Attorney General Ogden of Indiana has advised Commissioner Kidd that the Indiana department is not permitted to authorize its examiners to bill the companies which they have examined directly for per diem salaries and expenses. The Indiana insurance law, according to the attorney general, requires that insurance companies better the expenses of the examination, but exthe expense of the examination, but examiners are to be paid out of the deaminers are to be paid out of the de-partment's appropriation, in which al-lowance for such expenditures is made and the company should reimburse the department for such examination expenses. The department in turn must

### Marriage Outfit Loses Charter

LANSING, MICH., April 28.-The Marital Endowment society of Grand Rapids, which has been providing a form of "marriage insurance," has lost its charter, obtained through the secretary of state, as the result of a supreme court decision to the effect that its or court decision to the effect that its op-erations were not in accord with public policy.

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## **Linton Predicts** Recovery on Way

(CONTINUED FROM PAGE 3)

panics. Currency is on a sound basis and there is little likelihood of head-way being made in the attempt to resur-

way being made in the attempt to resurrect silver coinage.

Our banking system needs strengthening in certain respects, but in spite
of the fact that 10 percent of the banks
closed in 1931 they represented only 4
percent of the total deposits.

Many people have lost confidence in
the railways' financial position, also
fearing the inroads of trucks and buses.
In comparison with previous panics, the
railroads' situation is not bad, Mr. Linton said. ton said.

### Vicious Circle Started

Intelligent efforts have been made in relieving the credit stringency. Much of our difficulties were due to the demand for liquidity and cash, all financial institutions having extraordinary withdrawals of cash, which meant calling of standing loans and refusing new ones. Curtailment of business activities and unemployment followed, with loss of purchasing power, the whole having a cumulative effect. Many banks had to sell securities to raise cash, having a cumulative effect. Many banks had to sell securities to raise cash, which depressed the prices of even the soundest bonds and stocks. Liquidation of securities and real estate by receivers of closed banks contributed to the situation, forming a "vicious circle" impossible to control so long as fear continued in the financial world.

Mr. Linton also mentioned the foreign situation, and particularly our foreign investments, a large proportion of which he feels eventually will be paid, although the market value of foreign securities may be severely depressed. He said the amount of money owing to

He said the amount of money owing to us in 1932, 1933 or 1934 is not overwhelming when compared with our national income and it is not a life and death matter if a substantial proportion of the amount due each year is defaulted or nostponed. or postponed.

He declared the United States alone can make considerable progress on the road to recovery, although it is prob-ably true full prosperity is not likely to ably true full prosperity is not likely to be achieved independently of the rest of the world. An increase in consump-tion of raw materials, following in-creased activity in this country, will materially help the rest of the world, which fact will react favorably upon us. Therefore, development of our home market situation is of primary impor-tance.

### Fertile Ideas Are Given at Congress

(CONTINUED FROM PAGE 4)

any point on the real estate and bond road he may lose out and have to start all over again. After provision for life insurance he can spend all he makes. But men say, "If it's so good, why haven't I heard of it?" Because life insurance has been an evolution, and it has taken 150 years of life insurance brains to develop it as the best property purchasable.

### Go See Unfortunates

Mr. Jaqua urged underwriters, if they Mr. Jaqua urged underwriters, if they were ever to have the true life insurance underwriter's viewpoint, to go see a man disabled, without money; a widow, without money; children at an orphanage. "Study what life insurance will do for persons at the four times it most is needed, and then you can sell life insurance," he concluded.

Life insurance is the factor that will

needed, and then you can sell life insurance," he concluded.

Life insurance is the factor that will absorb the shock of the recession following the next prosperity cycle, Mr. Hull asserted, and he placed on underwriters the responsibility of seeing that it does. American life insurance, more than any other factor, has acted as a stabilizer during the present depression.

A successful method of prospecting was proposed by Mr. Albritton as the only basis of successful underwriting. And prospecting must be carried on throughout every step of the underwriter's career.

"Genulne Prospect" Defined

### "Genuine Prospect" Defined

Investment in time for prospecting was stressed by Mr. Albritton as essenwas stressed by Mr. Albritton as essen-tial. A genuine prospect, he believes, is "an individual you can expect to sell now or in the near future." Many new and many old underwriters do not know

and many old underwriters do not know a good prospect when they see one.

Life values, instability of general property as contrasted with life insurance, life insurance as property, distribution and trusteeship of estates, business insurance, thrift insurance, and program insurance were outlined by Mr. Cook as being "The Seven Creative Ideas in Life Insurance."

F. Phelps Todd, vice-president Provident Mutual, will talk to the Kansas City association May 5.

City association May 5.

must run its ruinous course to a bitter conclusion before things can really start upward in earnest.

market situation is of primary importance.

Mr. Linton decried the fatalistic attitude of many people that the deflation

The Occidental Life of Los Angeles has appointed Elmer F. North of Eureka, Cal., as general agent for Humboldt and Del Norte counties and half of Mendocino county.

# Compare These Participating Rates!

A Few of Our Participating Policies with Rates per \$1,000 at Age 35.

Endowment at Age 85\$21.81
<b>Economic Protector (Low Cost</b>
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The Pure Protector (Low Cost Whole
Life with Adjustable Options). 16.58
Preferred Modified Whole Life 19.70
Family Income, 20 Year Plan 27.31
Endowment at Age 65 28.58
Retirement Income at Age 60 43.03
Retirement Income at Age 65 32.70
Twenty Year Endowment 42.76
Twenty Payment Life 30.04
Thirty Payment Life 24.30
Paid Up at Age 60 26.44
Yearly Renewable Term 9.68

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A Real Opportunity in Twenty-Six States for Live Men with an Aggressive Organization

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# GUARANTEE MUTUAL LIFE COMPANY

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# A • Strong • Permanent • Conservative Old Line Company

Has Valuable Territory Open in

Michigan Ohio Maryland West Virginia

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CONTRACT—Liberal Commissions, Bonus, Expense Allowance, and long term Renewals.

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## THE NATIONAL UNDERWRITER

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### Member Audit Bureau of Circulations

### Wanted—A Reduction in Taxes

thing else at the present time is a reduction in taxes. The burden of national, state and municipal taxes is becoming stifled.

by that of the tax inquisitors and collaws which will permit them to squeeze cent. out the last dollar in doubtful cases of these extreme interpretations of the law and hold to them with such tenacity that the poor taxpaver is more or less intimidated and does not like to take his case up higher in the face of a probably hostile atmosphere. There are so many new tax laws, and they are so vague, that a mere layman has no chance with a body of expert tax inquisitors and collectors.

inheritance and estate tax. Back in 1916 or 1917 a man thinking he was about to die transferred his property. He recovered from the temporary illness and did not die until 1929 or 1930. This man's estate was held as having been transferred "in anticipation of death." The government estate tax law, as is well known, provides that any property transferred within two years of death shall be deemed as having been transferred in anticipation thereof, and therefore taxable. If property is transferred is one to four. These figures compiled before the two years limit, proof must by Senator Metcalf of Rhode Island be shown that transfer was not in anticipation of death.

What the country wants more than any- the matter, and did so, yet this was arbitrarily interpreted as a transfer in "anticipation of death."

CALVIN COOLIDGE in the "Saturday Eveso great that it is a serious question ning Post" recently reviewed some whether all business will not become tax figures. Last year the national tax receipts were \$3,317,000,000, of which The ingenuity of legislators in devising \$236,000,000 came from foreign debt new methods of taxation is equalled only payments now suspended, while the expenses were \$4,220,000,000, a deficit of lectors who have become experts in more than 21 percent, while this year finding new interpretations for the tax a deficit is threatened of about 40 per-

Mr. COOLIDGE quotes other figures from interpretation. The tax inquisitors make the NATIONAL INDUSTRIAL CONFERENCE BOARD. In ten years, from 1903 to 1913, the cost of municipal government was more than doubled, the increase being from \$913,000,000 to \$1,844,000,000. In 1929 the state costs had risen to \$1,990,-000,000 and municipal costs to \$7,126,-000,000. In 16 years the state and municipal costs jumped from \$2,227,000,-000 to \$9,116,000,000, or an average rate of increase of about 20 percent each As an example, take a recent case of year. In 1930 the ordinary family of five persons, directly or indirectly, was called upon to contribute on the average \$416.05 per year.

> But this is only a part of the story. By 1928, the last year for which we have complete available records, the state and local debt had increased in the six years preceding by \$5,400,000,000.

> Another article on taxation points out that the ratio of persons gainfully employed by some agency of government to those gainfully employed otherwise give a total of 8,431,700 persons engaged in some form of public employment.

cise of an essential governmental function of the state or political subdivision the face for the taxpayer.

present time is a cutting down of ex- preventing this recovery.

litical subdivision thereof for services penditures to the end that private busirendered in connection with the exer- ness and private individuals may be given an opportunity to get on their feet, pay their debts and once more face is not taxable." This is another slap in the world with confidence and a clear vision. The excessive taxation of the What the country needs most at the times is the most menacing factor in

## PERSONAL SIDE OF BUSINESS

Carl C. Hearn is one of the leading producers of the Prudential despite the fact that he lives on a farm near the village of Chickamauga, Ga. In 1931, he wrote 135 separate cases for a total of \$451,000. He is attached to the staff of F. M. Akers & Son, ordinary managers in Atlanta.

Each week Hearn travels an average of 500 miles and makes evening calls whenever possible. Before going to his office, in the morning, he milks two cows and performs other chores. From then until 10 a. m., he is busy making up the day's prospect list. Then he starts out. He attended the recent business conference at the Prudential home office. He said then that he gets most of his business at the prospect's fireside with his family.

Among those who will go on the Kansas City Chamber of Commerce trade trip into Missouri April 28-29 are: A. L. Brodie, Kansas City Life; W. R. Evans, American Surety; Frank Gentry, New England Mutual Life; Moulton Green, vice-president Kansas City Fire & Marine, and Ralph Rice, Jr., vice-president National Fidelity Life. & Marine, and Ralph Rice, Jr president National Fidelity Life.

E. W. Clark, Iowa insurance com-missioner, and Miss Naida Bump, Des Moines, were married in Bethany, Mo., April 25.

Rev. Frederick Clark, Algona, Ia., brother of the bridegroom, accompanied the couple and performed the cere-mony. After a wedding trip to Excelmony. After a wedding trip to Excessior Springs, they will be at home next week in Des Moines.

Roger E. Lord of St. Louis ranked first among the Massachusetts Mutual's agents in the production of new life insurance delivered in March. He stood surance delivered in March. He stood second in production and delivery of new business in 1932 to date.

The St. Louis agency under C. O. Fischer, general agent, ranks third, leading the agencies in Chicago, Detroit, Philadelphia and Pittsburgh.

As a tribute to U. S. Brandt, the new president of the Ohio State Life, members of the field force have initiated and will conduct in May and June the biggest insurance-writing campaign ever put on by the organization. These months have been designated as Presi-dent's Months, and a silver trophy will dent's Months, and a suver trophy win be awarded the agency that writes the most insurance above its quota. Thirty awards in gold also will be given to agencies and individual agents that rank highest in the contest. The campaign agencies and individual agents that rank highest in the contest. The campaign will be under the direction of Managers George Hayden of Newark; L. A. High, Columbus; E. G. Siefert, Marion, and D. F. Shafer, Mansfield. In the course of the campaign it is expected that President Brandt and other officers of the company will visit president. of the company will visit practically every agency in Ohio and the adjoining

In another case, six years before death it was shown that deceased officers and employes do not pay an planned to make a family adjustment of property in keeping with the equities of officers and employes by a state or po-

Commissioner Tarver of Texas and his son, William Tarver, Jr., were guests of J. E. Josy, chairman of the National Standard Life at Houston, at Mr. Josy's well known cabin, "Pine Lodge," on the Galveston road.

Carl C. Hearn is one of the leading producers of the Prudential despite the fact that he lives on a farm near the village of Chickamauga, Ga. In 1931, he wrote 135 separate cases for a total of \$451,000. He is attached to the staff in that time.

Tapping S. Reeve, son of Will S. Reeve, eastern and northern Michigan manager for the Union Central Life, was seriously injured at Brunswick, Me., last week when he was struck by a javelin in the indoor athletic field of Bowdoin College. After removal to a Portland hospital it was found that he suffered a compound fracture of the skull. necessitating an emergency operaskull, necessitating an emergency opera-

William J. Graham, vice-president Equitable Life of New York, will be one of the principal speakers at the in-dustrial conference which will be held Sept. 19-24 by the Graduate College of Princeton University.

A. M. Embry of Kansas City and Mrs. Embry celebrated their 20th wedding anniversary last week. Mr. Embry has been agency manager for the Equitable of New York there for the past eight

John S. Thompson, vice-president and mathematician of the Mutual Benefit Life, has been elected a director of the Newark chamber of commerce.

C. E. Stumb, who becomes manager of the Reliance Life at Oklahoma City, in charge of the Oklahoma department, is a native of Nashville. He started with the Cadillac division of the General Motors as factory representative. He took up life insurance as an agent of the Missouri State in Nashville and of the Missouri State in Nashville and then became assistant manager there. He developed territory in eastern Ten-nessee out of Knoxville. Three years ago he went with the home office as su-pervisor and for the last year has been manager of the Cincinnati office of the Missouri State. Missouri State.

Curtis E. McBride, president and general counsel of the National Masonic Provident of Mansfield, O., died April 19 at his residence. A heart attack was fatal to the veteran barrister, who two weeks ago was honored at a complimen-tary dinner given by his law associates in recognition of his 50th anniversary as an attorney. Mr. McBride had been a director of the National Masonic Provident since its organization in 1890 and had served as its president since July 30,

C. A. Stone, who has been associated with the Hintzpeter agency of the Mutual Life of New York in Chicago, has has completed 39 years of service with the company, having joined it as an agent in April 1893. He is a conscientious worker and believes in rendering the greatest service possible to his polynomial. greatest service possible to his pol-

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## LIFE AGENCY CHANGES

Ryan Goes to Birmingham Gustafson to Union Central

Memphis Life Man Is Promoted by the Penn Mutual Life to General Agent

Seth W. Ryan, for ten years a mem-ber of the Bolling Sibley agency of the Penn Mutual in Memphis, and in the



SETH W. RYAN

last three years agency supervisor, has been appointed general agent at Birmingham, Ala., succeeding John J. Outcalt, whose resignation the company has regretfully accepted. Mr. Ryan was one of the leading life men of Memphis and of Tennessee. In 1929 he was president of the Memphis Life Underwriters' Association, after having served two years. sociation, after having served two years its secretary. In 1930 he was president of the Tennessee Life Underwriters' Association.

### Edward W. France

Edward W. France has been ap-pointed general agent of the Abraham Lincoln Life in Chicago. This is the econd general agency of that company in the city. Mr. France very soon will open his permanent offices in 221 North La Salle street. Temporarily he is located in the Hearst building. He has been for a number of years associated with the Chase National Bank in New York. ork City, operating out of the trust epartment in close cooperation with it insurance men, and moved to Chicago only recently.

### L. Ottenheimer Sons

The Lincoln National has appointed L. Ottenheimer Sons of Chicago, a firm which has been in the investment field there over 50 years, as general agent. This firm, now headed by M. L. and Fred L. Ottenheimer, has offices in 2001 Willoughby Tower, 8 South Michigan avenue. It has been well known for its financial standing, stability and progressive methods and has been located on Michigan avenue for 25 years. The other general agents in Chicago are E. E. Besser, Jr., 166 West Jackson boulevard, and the C. O. Reynolds Company, 222 West Adams street. The Ottenheimers are now organizing their agency and for the time being will actively direct it. Later they expect to announce appointment of a manager of the life department. The Lincoln National has appointed epartment.

### G. A. Young

The Manufacturers Life has ap-pointed G. A. Young of Detroit as branch manager at Portland, Ore.

Agency Supervisor of Lamar Life Joins Cincinnati Company as General Agent at Louisville

Vice-President Jerome Clark of the Union Central Life announces the appointment of Alford Gustafson as manager at Louisville, succeeding Harry C. McNamer, who recently resigned.

Mr. Gustafson is a native of Boston, where he was educated at Allen School and Worcester Academy. He was a member of the "war class" in Dartmouth, where he was very active in athletics and a member of the football squad. Following his discharge from the navy at the end of the war, Mr. Gustafson joined the Torrington Company, manufacturers of electrical appliances, and worked his way through this organization from a factory position to district sales manager for Ohio, Indiana and Kentucky.

tion to district sales manager for Ohio, Indiana and Kentucky.

His success with the Torrington Company drew the attention of H. M. Woollen, president of the American Central, and resulted in his entering the life business with that company as a field superintendent.

He advanced steadily to the chairmanship of the agency committee of that company. Mr. Gustafson later joined the Detroit Life and then went to the Lamar Life of Jackson, Miss., with which he has been connected in the capacity of agency supervisor are capacity of agency supervisor recently.

### John M. Ross

John M. Ross, one of the biggest accident general agents in Minneapolis, has been appointed general agent of the Continental Assurance of Chicago. Mr. Ross has had long experience in the casualty business, having been in the accident end in Minneapolis about eight years. His office is in 1030 Security building building.

### Raymond D. Black

Raymond D. Black has become associated with Elmer. Baase, manager of the Fidelity Mutual Life in Buffalo as assistant manager. He was formerly assistant general agent of the Aetna Life in Buffalo.

### Prudential Changes

Samuel Davis has taken charge of Hartford No. 1 for the Prudential. Superintendent J. E. Mahar, who served the company since 1896, resigned. Mr. Davis started as an agent in New York No. 7 in 1917. He was made an assistant in that district in 1926.

A. J. Glauser becomes superintendent of Warren, O. He started as an agent in Canton, O., in 1909 and was made an assistant there in 1912.

### La Vern Crouch, Dr. E. T. Martin

The Occidental Life of Los Angeles has appointed La Vern Crouch as general agent at Council Bluffs, Ia., and Edwin T. Martin as general agent at Denver.

### J. V. Keenan

The Federal Reserve Life has appointed J. V. Keenan manager for Kansas City, Mo., territory.

### R. H. Heartman, C. D. Erd

Following the resignation of Roy H. Heartman of the Los Angeles, manager of the Union Central Life, which position he has held for four and a half years, Clifford D. Erd has been appointed acting manager. Mr. Erd was formerly agency secretary at the home office. Mr. Heartman was formerly su-

## **BRUCE BARTON**

By special permission of Woman's Home Companion we append a portion of two paragraphs that close an article in its May issue entitled, "Is My Insurance Policy Safe?" The writer, that able publicist, Bruce Barton. One of the few finest analyses yet made of life insurance safety in the present situation. Inescapably convincing, absorbingly readable. Every life underwriter would do well to obtain a copy and use it.

"The insurance companies of the nation are safe. Their record during the depression has been magnificent. Last year, for example . . . the insurance companies paid out in death and endowment and disability claims, and in dividends and surrender values, \$2,600,000,000 . . .

"Think what the distress would have been without this great reservoir of help! The resources of the companies are sound, conservative and unimpaired . . . It is time to increase, and not to diminish your insurance. Stay with your policy. Don't worry. And above all, don't lapse!"

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

# he Road Ahead

The success ahead of a life insurance salesman depends upon five definite things-

- 1. Himself
- 2. His field
- 3. His policy contracts
- 4. His contract
- 5. His company

All of these are equally important. If all are good, success can be predetermined.

To the man who possesses the right qualifications, we will supply the other requisites of the right field, the right policies, the right contract, with the right Company.



• For information address: A. R. Perkins, Agency Manager

JEFFERSON STANDARD LIFE INSURANCE COMPANY

JULIAN PRICE, President

Greensboro, North Carolina

## you want to represent a company offering ...

quick service fair dealing personal attention active help home office cooperation attractive policies practical suggestions

you need not look farther. The Shenandoah Life offers all these attractive features. Write Charles E. Ward, agency manager.

R. H. ANGELL President

E. LEE TRINKLE Vice-Pres.

W. L. ANDREWS

# SHENANDOAH LIFE INSURANCE COMPANY

ROANOKE, VIRGINIA



## SOMETHING NEW THAT IS NEW IN LIFE INSURANCE

A Dollar's worth for every Dollar paid regardless of kind of policy purchased

A \$1,000.00 Endowment Policy, any age at issue, guarantees \$1,961.54 plus Dividends in event policy becomes a claim the year

Our Twenty Payment most remarkable policy of all-too much to write about in this advertisement.

We have Ordinary with and without Cash accumulation. Without cash value it furnishes Pure Protection Life insurance at nonparticipating rates but on a participating basis—it is estimated dividends will amount to 50% within a few years, based on actual experience past five years.

Juvenile Policies-Ordinary, Twenty Payment and Endowment from birth, with all the fine features of our Adult Policies.

Many other forms of Policies equally attractive. Operating in Illinois, Michigan, Indiana and Missouri

### NTERSTATE RESERVE LIFE INSURANCE COMPANY

Mutual Legal Reserve Life Insurance

Ten East Pearson Street

Chicago

perintendent of agencies for the Central Life of Iowa. He was also with the Equitable Life of New York in the Iowa field for many years.

### Life Agency Notes

F. Hutt, superintendent of the West-ern & Southern at Frankfort, Ind., has been made manager at Bedford, Ind.

M. L. Sparr has been appointed district

M. L. Sparr has been appointed district agent for Atlantic, Ia., and vicinity, for the Massachusetts Mutual Life.

L. H. Cherry has been appointed manager of the Volunteer State Life's new agency at High Point, N. C. He has had several years experience in life insurance work.

ance work.

Harry Slack & Son have resigned as general agents for the Kansas City Life in New Mexico. The territory is now being operated under home office supervision, in charge of C. V. Townley, formerly associated with the home office agency department.

L. N. Rocca, Fort Wayne, Ind., has been appointed district manager for the Mutual Life of New York with offices at 1025 Lincoin Tower. His district covers five counties. Mr. Rocca formerly was pastor of Trinity Protestant Episcopal Church at Fort Wayne and later was with the Lincoln National Life.

### CONVENTIONS

### American Central Analysis

Home Office Conference Brought Out Some Interesting Figures for the First Three Months

Paid-for new business produced di-rectly by field representatives of the American Central Life of Indianapolis showed an increase of 13 percent for the first quarter, over the same period last

first quarter, over the same period last year.

This announcement was made by Actuary W. P. Coler at an agency meeting attended by the superintendents for Ohio, Illinois and Indiana at the home office. The first half of the one-day session was taken up by an analysis of the company's agency contracts and their distinctive advantages, while the afternoon proceedings dealt with systematic sales methods as provided by the American Central plan. The latter was covered by means of an informal round table with half-hour sections devoted to various parts of the plan. Discussion leaders were F. R. Fisher, assistant to the president; W. P. Coler, actuary; M. C. Jones, assistant secretary; H. C. Byers, registrar; G. M. Bailey, agency secretary; and E. C. Rassmann, advertising manager. Among others in attendance were Superintendents M. W. Lammers, F. G. Johns, P. H. Roach, W. B. Haigerty, L. H. Koch, and E. W. Mammen.

### Policy Loan Requests Decrease

LANSING, MICH., April 28.— LANSING, MICH., April 28.—A marked diminution in requests for policy loans is being experienced by the Midland Mutual Life, indicating an easing of the period of financial strain which has persisted for so many months, was noted by officers of the company at a sales congress here. months, was noted by officers of the company at a sales congress here. There has also been a commensurate increase in repayments on loans, it was stated. Among the company officials attending were A. R. Stone, medical director; J. A. Hawkins, manager of agencies, and Russell Moore, field supervisor.

### Lincoln National Convention

The 1933 sales conventions of the Lincoln National Life will be held in Chicago during World's Fair time. They will take place late in June or early in July, at the Edgewater Beach hotel. The meetings will be of three-day duration with quest speakers with guest speakers.

## Are You The Man We Want?

A "joy forever" is the life underwriter who can combine footwork with headwork. He knows that nothing can take the place of hard work, but that intelligent application of the right sales methods will increase the results achieved.

## COMMONWEALTH CORDIAL CO:OPERATION

Commonwealth Cordial Cooperation is not an automatic "cureall" for your production ills; it is simply a tool - a flexible, keen-edged tool. It includes a line of policies that are unsurpassed, sales methods that equal all competition. It accomplishes great results in the hands of an underwriter who can use it intelligently. If YOU are searching for new ideas to improve your soliciting, there is a place for you in Commonwealth's scheme of cordial cooperation.

COMMONWEALTH LIFE INSURANCE CO. LOUISVILLE, KY.

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## NEWS OF THE COMPANIES

Go to Them

The American Medical Insurance Society is being organized with head offices in the First National building at Oklahoma City. It will issue a policy covering accidental death and disability, major operations and hospitalization, major operations in office, home practice calls. The company in appealing to physicians and surgeons says that the purpose is insuring their accounts and placing their business on a cash hasis. It states that its service is available in any standard hospital or by any licensed physician and surgeon. The modicyholder does not receive any innsed physician and surgeon. The icyholder does not receive any in-mity or cash benefit. All cash beneminity or cash benefit. All cash benefigo to the doctor and hospital for vices rendered. The insured does benefit financially through disease, e policyholder takes out a policy but benefits go direct to the surgeon

### ameson Organizes New Company

The Daniel Boone Pioneer Life is eing organized at Columbus, O., by S. V. Jameson, former president of the inited Life & Accident of Concord, H. Capital is \$100,000. The comany will operate on the legal reserve, id line basis. Dr. Bruce E. Lindsay ill probably be medical director. Computer insurance men interested in the imbus insurance men interested in the atterprise include John L. Davis, H. W. Vatson and J. G. Case, fire and casulty agents; C. J. West, actuary, now ith the Beacon Mutual Indemnity, and W. Gearheart, former Ohio superin-ndent of insurance, who is looking ter the legal details.

### National Reserve's Position

In stating that the report of a prosective consolidation of the National leserve Life of Topeka and the Liberty if the city is entirely without oundation, Secretary I. G. Hayter of the National Reserve writes as fol-

Our company was examined by the \$75,000 to \$59,375.

American Medical Starting
New Company Expects to Appeal to Surgeons Because the Benefits

Kansas department as of July 1, 1931, and the report showed the company to be in most excellent condition. Our financial statement as of Dec. 31 shows an increase in assets over \$400,000; increase in first year premiums over \$86,-000; increase in surplus over \$49,000, and in addition to this our dividends to and in addition to this our dividends to policyholders were increased over \$31,-000 and we paid a 6 percent cash dividend to stockholders. We now have a combined capital and surplus of over \$1,050,000 so you can readily see there would be no occasion for us to merge with any company.

with any company.

"It is true we have been, and are, in the market to buy a company whenever a proposition that appeals to us is presented."

### Celebrates 32d Anniversary

The Atlantic Life starts its May anniversary campaign next week with an intensive drive for new business. This is the 32d anniversary of the company.

### Abolish Chairman of Board

The Life of Virginia has amended its charter, abolishing the office of chairman of the board. The amendment also provides for a directorate of ten, with provides for a directorate of ten, with the right to increase or decrease the number. For the past seven years J. G. Walker, who died recently, had been chairman of the board. His passing re-duced the number of directors from 12 to 11. Another vacancy on the board was created by the resignation of Reginald Gilham, former treasurer, now on the retired list.

### First Dividends Declared

At the annual meeting of the board of the Union Labor Life of Washington, D. C., it was voted to declare initial dividends to stockholders and policyholders.

### Union Central Life Dividend

The directors of the Union Central The directors of the Union Central Life have declared a semi-annual dividend payable on the basis of 47½ cents per share. This is a reduction of the previous semi-annual distribution from

## IN THE SOUTH AND SOUTHWEST

Decision Against It in Suit Against "Benevolent Associations" Is Reversed on Appeal

AUSTIN, TEX., April 28.—The third court of civil appeals reversed and themanded three cases brought by Atterney General Allred in behalf of the state of Texas against the Mutual Protective Association, Fort Worth; Texas Mutual Life Insurance Association, Waco, and National Mutual Benefit Association, Houston, appealed by the state from the Travis county district court. TEX., April 28.-

### Burden on Defendants

The state brought suit to enjoin these ompanies from operating in Texas, and sked for forfeiture of their charters, lleging that they were operating contary to the laws of Texas. The trial out held against the state, and the atometry general aspected.

orney general appealed.

The defendants contended that they rere benevolent associations and were, herefore, not subject to the insurance are of the state. The court of appeals held that the burden to establish such fact was on the defendant com-

State Wins in Higher Court panies, and they had failed to discharge

### Florida Premiums Increase

Life insurance premiums in Florida increased from \$23,158,453 in 1930 to \$23,975,921 in 1931. Payments to policyholders increased to \$8,978,974 in 1931, from \$6,354,258 in 1930. Sick and funeral benefit premiums totaled \$676,151 in 1931 and \$766,106 in 1930. Fraternal premiums also decreased from \$999,570 in 1930 to \$928,655 in 1931.

### Test Fraternal Tax

MONTGOMERY, ALA., April 28.— By filing a test suit in the Montgomery circuit court late last week against the Praetorians for \$1,128, the state of Ala-bama fired the first gun in its efforts to collect approximately \$100,000 premium taxes from fraternal organizations writing life insurance on the adequate rate plan in this state.

### Proceeds Held Not Taxable

NASHVILLE, TENN., April 28.— In the case of Joe and Bernard Wer-than, executors, vs. C. M. McCabe, state commissioner of finance and taxation, Chancellor Newman has held that

# OPPORTUNITY

Our New Agency Plan

offers unlimited opportunities to capable, energetic Young Men

If you are interested in a permanent connection in Ohio or New York, it will pay you to investigate.

JOHN M. HULL, President

FRANK F. EHLEN, Director of Agencies

# BUFFALO MUTUAL LIFE INSURANCE COMPANY

452 Delaware Avenue

W. L. MOODY, JR.

President

W. L. MOODY, III Vice-President

W. J. SHAW

SHEARN MOODY

J. B. MILLS Aust. Vice-President

## AMERICAN NATIONAL INSURANCE COMPANY

HOME OFFICE: GALVESTON, TEXAS

Insurance in Force \$542,054,101.00 Assets \$47,681,787.50 Surplus 7,278,118.59

ORDINARY-INDUSTRIAL

We Have Openings for Live Men in

California Colorado Georgia

Kentucky

Minnesota Missouri North Carolina

South Carolina Virginia Tennessee West Virginia Texas Washington

Liberal First Year and Renewal Commissions Up to Date Policies-Non Medical-Special Low Premium Plans

If Interested Address

AMERICAN NATIONAL INSURANCE CO. GALVESTON, TEXAS

# Policyholders stay-so do our agents

This company has held for 36 years an exceptionally low lapse record. Fifty-two percent of all the insurance written during the entire history of the company is still in force-an enviable record in which our agents take pride. That's one reason our agent turnover is especially low-and their non-forfeitable renewals especially high.

# THE WISCONSIN LIFE INSURANCE COMPANY

Madison, Wisconsin



If your territory is open we shall be glad to mail you, upon request, a copy of the contract and the details of an unusually attractive agency offer.

Come to the

## GREAT REPUBLIC LIFE

## Select Risk Life Expectancy Policy

Guaranteed Low Cost with many attractive features, including Disability, Double Indemnity, Loss of Members and Beneficiary Insurance.

Maximum Protection for Minimum Deposit. Full coverage for the active years of life with extremely liberal conversion privileges.

Liberal first year and renewal commissions paid to experienced life underwriters.

For full information concerning an agency connection communicate with

W. H. SAVAGE, Vice-President LOS ANGELES, CALIF.

# Rockford Life Has a Message for You

President F. L. Brown Rockford Life Insurance Co., Rockford, III. SEND ME THE MESSAGE Dear Sir:

It Concerns General Agencies

Name		 		 	 	 	• •									 	 • •		• •		 • •	• •				 ,
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the state cannot require payment of inthe state cannot require payment of meheritance tax on policy proceeds where the beneficiaries have paid the premiums and the deceased held no power to change or alter conditions of policy as

Morris Werthan, deceased, was president of the Werthan Bag Company. Business policies aggregating \$391,000 were taken out by the company and by Joe and Bernard Werthan, brother and nephew. The court held that the proceeds of these policies are not a part of the gross estate of the decedent and not subject to tax.

### Not Entered, Can't Be Sued

LITTLE ROCK, ARK., April 28.— The Arkansas supreme court held that a non-resident insurance company not licensed in Arkansas can not be sued in the state courts, and granted a writ of the state courts, and granted a writ of prohibition to the Connecticut General Life to prevent the Union county circuit court from proceeding with trial of a case brought by W. J. Williams,

an employe of the Gulf Refining Com pany, under a group policy issued to that company. Since he acquired the insurance at the request of another em-ploye, the court held that such sale was not by an authorized agent of the

### Fred Colvin Promoted

Fred Colvin, superintendent of the Blue Grass territory in Kentucky for the Dixie-Atlas-Republic, has been promoted to manager for East Tennessee with headquarters in Knoxville. He entered service of the company as agentate Danville, Ky., and six months ago was named manager of the Blue Grass ter-

### Old Hickory Life Chartered

The Old Hickory Life of New Orleans has filed its charter, with authorized capital of \$1,000,000. J. B. David is president and Ira E. Strube, vice-president.

## ACCIDENT AND HEALTH FIELD

### Announce Conference Program

Bowen, Don Carlos, Ives Principal Speakers at Meeting of Health & Accident Underwriters

The complete program for the annual meeting of the Health & Accident Underwriters Conference at the Edgewater Beach Hotel, Chicago, June 7-9, has just been announced. The first session the morning of June 7 will include the address of welcome, W. E. Webb, National Life U. S. A.; address by H. S. Ives, Association of Casualty & Surety Executives, "The Santa Claus Idea in Government," and the president's address by D. C. MacEwen, Pacific Mutual Life. That afternoon will be open for entertainment. be open for entertainment.

### Two Addresses Wednesday

Several committees will report Wednesday morning and the addresses include "Underwriters' Chickens," H. S. Don Carlos, Travelers, president International Claim Association, and "New Policy Program Adopted by the Bureau of Personal A. & H. Underwriters," E. C. Bowen, secretary Aetna Life. There will also be two round-table discussions. One on "Lapsation — How Can It Be Prevented?" will be introduced by S. C. Carroll, Mutual Benefit Health & Accident, and discussed by E. C. Budlong, Federal Life; H. E. Trevvett, Commercial Travelers Mutual; W. J. McGettigan, Gibraltar L. & A.; R. W. Faulkner, Woodmen Acci-

dent, and F. M. Feffer, Abraham Lincoln Life. The other, on "What Is the Future of the Monthly Premium Industrial Business," will be introduced by O. F. Davis, Abraham Lincoln Life, and discussed by P. H. Rogers, Massachusetts Bonding; G. F. Manzelmann, North American Accident; John Patterson, Midland Casualty; C. W. McNeill, Massachusetts Accident, and J. F. Ramey, Washington National.

Wednesday afternoon will be given over to a demonstration of the "lie detector," by Dr. Leonarde Keeler, Scientific Crime Detection Laboratory, Northwestern University, followed by an executive session.

an executive session.

### Round Tables Featured

Round-table discussions will be fea-ared Thursday morning. "What Has tured Thursday morning. "What Has Accident and Health Insurance to Offer Accident and Health Insurance to Offer Life Policyholders in Place of Disability Benefits?" will be introduced by O. B. Hartley, Great Western, and discussed by H. A. Woodward, Old Line Life; L. D. Cavanaugh, Federal Life; C. W. Young, Monarch Life; W. C. Cartinhour, Provident Lt. & A., and J. W. Hoffman, American Bankers. "What Has Been Accomplished Toward Unform Phraseology and Standard Underwriting Practices by the Quarterly Premium Companies?" will be introduced by W. T. Grant, Business Men's Assurance, and discussed by C. O. Pauley, Great Northern Life; T. L. Thompson, National L. & A.; E. W. Brown, InterState Business Men's; E. C. Bowlby, Fidelity Health & Accident, and J. W. Scherr, Inter-Ocean Casualty.

## GENERAL AGENCY NEWS

### Columbus Mutual Men Meet | coat" incompatible with modern prac

Michigan Agents Form New Produ Club - Vice-President Stout Gives Clientele Building Pointers

LANSING, MICH., April 28.—Presentation of a charter to the newly formed Michigan State Columbus Mutual Life club marked the annual convention in this city of the Michigan representatives of the Columbus Mutual

Lewis Stout, vice-president and counsel, presented the charter at the banquet and gave a talk on "Building Clientele," pointing out some of the similarities between the legal or medical professions and the life insurance business. He called them all "businesses," declaring that the word "profession" seemed to call to mind "a plug hat and long tailed

tice in any of the three fields.

Mr. Stout declared the Mr. Stout declared the successful practitioner must be a combination of student and mixer and he warned student and mixer and he warned against an excessive preoccupation with the technique of insurance, declaring that no successful agent should attempt to become an actuary. The paramount task confronting the agent, he said, is that of "establishing yourself in your community so that you can sell and have repeat orders." Some natural salesmen do not need to build a clientele but for the average agent a group of clients looking to him for insurance counsel is highly essential.

Ralph Wade, deputy insurance commissioner, was among the other speakers. Charles Durrant, Pontiac, a leading producer, talked on the importance of service, illustrating with incidents from his own experience.

Harry Majeau, claim adjuster and

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ANNUAL STATEMENT December 31, 1931

of The

## PROVIDENT LIFE AND ACCIDENT

INSURANCE COMPANY

of Chattanooga, Tennessee

### **ASSETS**

U. S. Government, State and Municipal Bonds .....\$ 605,071.58 Public Utility and Miscellaneous 695,851.97 Bonds ..... First Mortgages on real estate ..... 1,632,185.37 Preferred Stocks ... 81,030.00 Real estate, including home office building ......
Policy loans and 955,606.72

renewal premium 843,415.91 29,788.86 Accident and health premiums in course of collec-510,116.69 tion ..... Life premiums deferred and uncol-337,464.65 lected ..........
Interest accrued ... 49,833.93 Re-insurance due from other com-

\$6,007,936.77

6,685.59

18,622.66

### LIABILITIES

Cash in banks..... 242,262.84

panies .....

Other assets .....

Life department re-.\$2,913,873.32 723,680,22 premium reserve Claim reserve .... 584,462.85 Reserve for commis-97,705.31 117,160.76 Reserve interest paid in advance... 24,015.87 Accounts incurred but not due..... 9,079,93 Miscellaneous re-2,000.00 135,958.51 Capital and surplus 1,400,000.00

\$6,007,936,77

Bonds valued on Amortized basis as approved by National Convention of Insurance Commis-

### Gains During 1931

Gain in Life Insurance-\$3,627,429.00 Gain in Assets— \$448,030.21 Gain in Reserves-

\$517,799.83 Surplus and Reserves to Policyholders \$5,781,990.77

Paid to Policyholders and Benefi-ciaries Since Organization \$22,054,055.53

head of the casualty department, told of

head of the casualty department, told of some of the features of his work. The state cabinet of the new pro-ducers club will meet in Lansing May 28 to choose officers. The present of-ficers, likely to be retained, are: My-ron Hawkins, Charlotte, president; El-mer Newark, Lansing, vice-president; Charles Durrant, Pontiac, second vice-president, and George J. Dobben, Jack-son, secretary-treasurer. son, secretary-treasurer.

### Honor Johnson Agency Men

PITTSBURGH, A pril 28.—J. B. Eckenrode and H. W. Bailey, Jr., of the H. J. Johnson agency of the Penn Mutual Life in Pittsburgh were recently honored in recognition of their leading the entire sales force of the company in the number of lives insured the first two months of the year. Mr. Eckenrode was made vice-president of the National Leaders Club. He has been the leading producer in the agency for four years and in that time has insured over 1,200 lives.

Mr. Bailey was elected vice-president of the eastern zone of the Leaders Club. Mr. Johnson reports an increase of 14 percent in new business in the Pittsburgh district for the first quarter of 1932.

### Linton in Detroit

DETROIT, April 28.—M. A. Linton, president Provident Mutual Life, was the principal speaker at an all-day sales conference of the Nathaniel Reese general agency of the Provident in Detroit lact mark

### To Hold Kansas Meetings

B. A. Hedges, state manager for the Business Men's Assurance, will have a series of sales meetings during May for Kansas agents in Topeka, May 2; Wichita, May 9; Dodge City, May 13, and Pittsburg, May 16.

### **NEW YORK NEWS**

### GRAHAM C. WELLS RETIRES

GRAHAM C. WELLS RETIRES

Graham C. Wells, who will retire from the general agency firm of Wells & Connell of the Provident Mutual Life in New York City, has been connected with the company for over 32 years. He was appointed general agent in Pittsburgh, Jan. 2, 1900, and left Jan. 15, 1920, to become general agent in New York City. He served twice as president of the Pittsburgh Life Underwriters Association and in 1923 was elected president of the New York City association and later that year became president of the National asociation. Mr. Wells is in poor health and will take a rest for some time. C. D. Connell is Mr. Wells' partner in the general agency firm.

### NEW INVESTMENT PLAN

The Equitable Mortgage and Title The Equitable Mortgage and Title Guarantee Company has brought out a savings and investment plan with an annuity option, and protected by life insurance for the first 90 months of its duration. It is based upon monthly payments which amount to certain specified sums in a certain number of years. The annuity features consists of payment of the accumulated fund in annual, semi-annual or quarterly payments over a designated number of years, instead of taking the entire fund as a lump sum.

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PENNELL DISCUSSES VALUES

### PENNELL DISCUSSES VALUES

Because of the particular danger from twisters in case of policies bearing heavy loans, the fact that business with heavy loans, the fact that business with no loans whatever is being busily raided is often overlooked. An example of the way this insidious and inexcusable form of activity goes on is contained in a letter which General Agent F. W. Pennell of the State Mutual received from a policyholder who has \$100,000

# SINCERITY ~

There is a ring to sincerity that is difficult to imitate. Its genuineness is readily proven.

If the sincere purpose of a company is to give maximum benefits to policyholders, it is soon apparent in its development.

Country Life has that creditable sincerity throughout its entire make-up. Agent and policy-holder alike believe in its sincerity and efficiency.

Enthusiasm is generated and spreads like a prairie fire whenever and wherever its story is

Low participating rates on all its policy forms is only the first gesture. It has a low expense per thousand, and a low mortality experience. Its intelligent service to policyholder and agent alike breaks resistance to selling, and indeed makes more intelligent policyholders.

Our plan of controlled selling reaches farther than the salesman can reach, and brings the intelligent and informed prospect close within the reach of the salesman.

We do not take agents from other Companies.

L. A. WILLIAMS, General Manager,

## COUNTRY LIFE INSURANCE CO.

608 So. Dearborn Street, Chicago, Ill.

## General agencies

await YOU

## Are YOU ready to enlarge your world?

We have excellent General Splendid contracts—strong agency openings in Nebraska. support—Council Bluffs, Iowa; agency openings in Nebraska, Minnesota and Iowa.

Davenport, Iowa; Rochester, Minn.; Lincoln, Nebraska

WRITE US BEFORE MAKING A CHANGE

### CEDAR RAPIDS LIFE INSURANCE COMPANY CEDAR RAPIDS, IOWA

Col. C. B. Robbins, President

Jay G. Sigmund, Vice-President and Agency Director

## Girard Life Insurance Company Philadelphia, Pa.

Has excellent General Agency openings in Ohio, Pennsylvania and Michigan

Generous first year and renewal commissions. Low net cost policies.

We seek General Agents of high character and ability, who are willing to devote efforts to building a real General Agency.

When writing give us a fair word picture of yourself and your insurance experience.

Your correspondence will be treated confidentially until such time as we have your permission to make inquiry.

# YOU CHOOSE

Vested Renewals Financial Stability **Excellent Territory** Equitable Compensation Liberal, Modern Policies Constructive Sales Helps Personal Home Office Help A Company that is forging ahead Sympathetic understanding of Agents' Accident and Health as well as all forms

No matter what you want in a life insurance company you will find your desire answered in an agency connection with the

## Union National Life INSURANCE COMPANY

Union Bldg. CHARLESTON, W. VA.

I. A. Morrissett, President, will gladly give you complete information.



insurance, no loans and a substantial dividend accumulation. The letter said:

"Will you kindly give us a frank opin-ion on whether it is wise to change policies. A gentleman was in the other day and said there is a distinct advan-tage after five or ten years to cancel the old policy and rewrite a new one—that you get a larger coverage for the same premium, or the same coverage for considerably less—but we have our doubts.

siderably less—but we have our doubts. Doesn't it have some effect on the cash surrender values, for instance?"

Pointing out that the contracts were old enough so that each premium paid resulted in an increase in cash value almost as large as the premium itself, Mr. Pennell further wrote: "Personally I carry a line of nearly \$250,000 ordinary life and I would not think of rewriting a single contract of my own dewriting a single contract of my own despite the fact that I could do it more spite the fact that I could do it more advantageously than you because I could make the change less commissions. However, I cannot think of a single reason why I would think of making such a change, and if the advice of the Pennsylvania or New York insurance department were to be obtained or the advice of any insurance depart-ment in the United States, for that matter, they would state to you that anyone giving you such advice would be guilty of a misrepresentation and speedily would be disfranchised from doing fur-

ther business.

"In these days when life insurance property has stood up as has no other property in the world, my advice is that you hang on to your life insurance in its present form for dear life because it represents a fine property if you die and it represents equally fine property it represents equally fine property through its rapidly increasing cash values if you live and someday need the equities."

### ASSOCIATIONS

### N. Y. Program Announced

L. G. Simon and Clancy Connell Additional Speakers for Congress at Buffalo, May 13

In addition to the speakers already announced for the sales congress of the New York State Life Underwriters Association at Buffalo, May 13, two other headliners are to appear. They are Leon Gilbert Simon, business insurance specialist and million dollar producer for the Equitable Life of New York in New York City, and C. D. Connell, manager in New York City for the Provident Mutual Life and president of the New York City Life Underwriters Association. The speakers previously announced are: Dr. John A. Stevenson, Lloyd Patterson, Julian S. Myrick, Albert Hirst, Vash Young, John L. Wood, Clay W. Hamlin, W. L. Boyce and Ralph G. Engelsman. gelsman.

gelsman.

The local committee is headed by M.
S. Tabor and the state committee by Sidney Wertimer. They anticipate an attendance of more than 1,500.

Edward A. Dunlap, president of the Life Underwriters Association of Buffalo, will call the congress to order. After the invocation, address of welcome, response, etc., Mr. Tabor will explain the purpose of the day, after which G. A. Kederich, president of the New York State association, will be introduced by Mr. Wertimer.

### Membership Drive Successful

Dallas Association Uses Estate-O-Graph Effectively as Added Inducement in Securing New Members

DALLAS, April 28.—The Dallas Association of Life Underwriters has completed a successful membership drive resulting in over 200 paid-up members.
Robert M. White, Dallas, manager

## **POPULAR JUVENILE POLICIES**

Our Juvenile Policies are proving very popular both with our agents and their cli-ents. They are written at ages from birth up and give full value at age five. Of course, our agents also carry all regular and standard policy forms. For information regarding our agency contract write direct to the Home Office.

## **BUILDERS LIFE** INSURANCE COMPANY

Karl J. Crist, Executive Vice-President 228 N. La Salle St. CHICAGO **ILLINOIS** 



Life insurance has grown to gigantic proportions, because of its utility and the absolute assurance on the part of the policyholder that the policy terms will be carried out.

While accident and health insurance has a utility as great, the complexities of its various contracts, inherent to the business, have not, in the past, given that same assurance that the claim will be paid with no quibbling.

With our new contracts however, this difficulty is ended.

Send in the coupon for further information.



Inter-Ocean Casualty Co., i2th Floor American Bidg., Cincinnati, Ohio.

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N. U.

Jefferson Standard Life and president | said that when Knute Rockne gave an Dallas association, was in charge of the

In enlisting new members Mr. White In enlisting new members Mr. White felt that if some unusual endorsement was offered it would no doubt make a membership more attractive. Advertising was considered first of all and after numerous plans had been worked out it was decided by the executives to use a direct mail, pictorial advertising service. The Estate-O-Graph, published by The NATIONAL UNDERWRITER, was selected as the medium to be used in the campaign. This is a pictorial service telling through the medium to be used in the campaign. This is a pictorial service telling through attractive photographs and drawings the story of life insurance. The service is to be mailed out every month to more than 5,000 residents of Dallas with the imprint of the Dallas association at the

imprint of the Dallas association at the top, and a fitting slogan.

Commencing with the May issue of the Estate-O-Graph, each member who has joined the association will receive 20 copies to be distributed among his prospects and policyholders. This will create new business, conserve old business and keep each underwriter in content touch with his clients.

ness and keep each underwriter in constant touch with his clients.

The advertising is being handled by R. J. McGehean, southwestern manager of THE NATIONAL UNDERWRITER.

### Insurance Is Great Stabilizer

### Professor Irwin Tells St. Louis Congress Life Policies Have Been Economic Protective Cushions

ST. LOUIS, April 28.—The manner in which life insurance has acted as a protective economic cushion and served to stabilize general conditions was pictured by Prof. W. A. Irwin, of Washburn College. in his address on "Life Insurance—The Economic Stabilizer" at the sales congress of the Life Underwriters Association of St. Louis last week.

"Happy is the man," Professor Irwin said, "who stuck the prongs of his mancial anchor in life insurance—something to hold him to windward in these thing to hold him to windward in these days of financial upheaval. Life insurance has taken shock after shock and come through clean," he said. "The cash values that were available in the life insurance in force have enabled many thousands to cushion the shock of changing economic values."

many thousands to cushion the shock of changing economic values."
Roger B, Hull, managing director National association, spoke on "The Road Back to Security — The American Plan" and urged the agents present to sell their clients life insurance to provide against the next great financial dentession.

A. R. Jaqua, assistant editor Diamond Life Bulletin, spoke on "Why I Buy Life Insurance" and oictured how life insurance alone provides against unemployment, disability, old age and death. He emphasized the necessity of income from property rather than mere property.

R. B. Coolidge, special agent Aetna Life, gave a very interesting talk on "The Interview" demonstrating some of the sales technique that has made him one of the most successful life producers in his cavity of the country

in his section of the country.
Vash Young, New York City agent Equitable Life, New York, will address a joint meeting of the Sales Managers Bureau of the Chamber of Commerce, the Advertising Club of St. Louis and the St. Louis Life Underwriters Association April 28 St. Louis ciation April 28.

## Rockne's Advice to Players

### Application of Talk of Great Football Coach to the Selling of Life Insurance

J. P. Meek from the home office of the Indianapolis Life spoke before the Peoria Life Underwriters' Association, being introduced by A. H. Kahler, gen-eral agent of the company. Mr. Meek

said that when Knute Rockne gave an address at Indianapolis he explained some of his football tactics, especially in handling the men. He said that before the game began he said to the players, "There are 11 men out there on the field, who are just as large as you are, who are just as fast and just as brainy. It depends on how much heart you put in the game as to whether you will win or lose. It depends on how will win or lose. It depends on how long you can keep your heart in the game. If you can keep it in all the time then you are going to be there when the other fellows take their heart out of it."

### Application to Life Insurance

Mr. Meek applied this to life insurance selling, saying that an agent must put his heart into the business and keep it there all the time if he desires to secure 100 percent results. When one secure 100 percent results. When one begins to take his heart out of the business he develops many alibis, the de-pression looks heavier than ever and discouragement follows. Mr. Meek said the soft shelled salesman will go into a mental tailspin from which he will a mental tailspin from which he will never recover if he loses heart. If he keeps his heart in the struggle he will get business in spite of the times. He said that it is time for insurance sales-men to be "hard boiled." He did not refer to the hard shell of the exterior variety but he said that a man must be "hard boiled" so far as he himself is concerned. concerned.

### Must Do Harder Work

He must work earlier and later, he must study himself better, he must revise and analyze his sales talks time and again and put into his canvass all the fire that he possesses. Mr. Meek said that when production slackens there is evidence of one of three things, either calls are not being made, the sales talk has lost its fire or the salesman has lost has lost its fire or the salesman has lost his fire. He held that the finest sales presentation in the world will fall flat if it is given by a man who has gone stale because of the times and has convinced himself that no one is buying life insurance today.

### Two Football Teams Presented

Mr. Meek presented two symbolic football teams, applying them to life insurance.

### SONS OF SATAN TEAM

E .- A False Excuse. R. E.—A False Excuse.
L. E.—Jealousy.
R. T.—Laziness in Thought.
L. T.—Laziness in Action.
L. G.—Self-Justification.
L. G.—Self-Love.
C.—Disloyalty.
Quarter—Fear.
R. H. B.—Disappointment.
L. H. B.—Discouragement.
Full—Worry.

### SONS OF SUNSHINE TEAM

E.—Service.
E.—Encouragement.
T.—Ambition for Knowledge.
T.—Ambition to Make Good.

L. G.—Consideration. C.—Loyalty G .- Truth.

L. G.—Consideration,
C.—Loyalty,
Qtr.—Love,
R. H. B.—Enthusiasm,
L. H. B.—Courage,
Full—Happiness or Gratitude.

### Nominating Committee Reports

The nominating committee reported the following recommendations for of-fices to be voted on at the annual meetfices to be voted on at the annual meeting next month: President, J. B. Scott, Prudential; 1st vice-president, W. M. Lateer, John Hancock Mutual; 2nd vice-president, James Ross, Mutual Benefit; secretary - treas urer, C. E. Thompson, Travelers: executive committee, C. T. Wardwell, Equitable, N. Y.; H. A. Shaw, Metropolitan, and John Wansborough, Peoria Life. D. S. Anderson, H. E. Stockhausen and J. H. Wilson, present members of the committee, remain over. L. O. Schriver continues as national executive committeeman.

New York City-The New York City association will celebrate ladies' night

May 10, which will be the final gathering of the season. Elbert Storer, president of the National association, will not be able to be present as expected. J. A. Matthews, counsel in New Jersey for the General Accident, will have as his subject, "Some Sense and Nonsense." The dinner will mark the termination of W. C. Bawden's extremely successful three-year regime as executive manager and ushers in his successor, E. M. Derby. \* \* \*

Columbus, O.—Life insurance is the ideal form of property, J. S. Drewry, general agent for the Mutual Benefit Life at Cincinnati, told the Columbus association at its monthly meeting. Mr. Drewry took the place of Elbert Storer, Indianapolis, president of the National

association, who was unable to be present because of illness.

There is a difference between property and an estate, Mr. Drewry said. While stocks and bonds constitute property, life insurance is both property and an estate. Life insurance, Mr. Drewry continued, has four distinct features: 1, It is property that can be liquidated; 2, It is property that can be used for purposes of collateral; 3, It is property that can produce an income for the insured himself; 4, It is property that can produce an income for one's dependents.

\* \* \*

Illinois—A quintet of stars is on the speaking program at the sales congress to be held in Danville, Ill., April 30, under auspices of the Illinois association

# Massachusetts Mutual Life a synonym for **Quality and Excellence** Life Insurance



# MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS

Organized 1851



### THE UNITED STATES LIFE INSURANCE

Organized 1850

In the City of New York

Non-Participating Policies Only

Over 80 Years of Service to Policyholders

Good territory for personal producers, under direct co HOME OFFICE: 156 Fifth Avenue, New York City

# PRACTICAL SALES HELPS.

The only company which deposits full legal reserve on life policies with the State of Illinois. .

### PARTICIPATING NON-PARTICIPATING

A complete line of ACCIDENT & HEALTH policies.

COMPLETE COVERAGE COMBINATION POLICY. . (Life and Accident & Health in one contract).

An ORGANIZED SALES PLAN which gets results. .

## ABRAHAM LINCOLN Life Insurance Company Springfield, Illinois

H. B. Hill, President

NU



No Better Territory No Better Company No Better General Agent's Contract Than Our Service Pension Contract

## THE LAFAYETTE LIFE INSURANCE CO.

W. Lane, F. L. Ale ceretary Presid W. R. Smith, Field Vice-President

LAFAYETTE, INDIANA

### Life Insurance— Trust Service

now go hand in hand. Men of affairs demand both. Life In-surance creates the estate. The Life Insurance Trust safeguards it.

Send for booklet The Life Insurance Trust

Chicago Title & Trust Company 69 West Washington St.

and 13 local associations. H. J. Cummings, vice-president Minnesota Mutual, will talk on "Organized Selling"; R. S. King, manager Union Central, Indianapolis, on "What Life Insurance Is Doing Today." S. T. Whatley, general agent Aetna Life, Chicago, and past president National Association of Life Underwriters, on "Your National Association—Its Plans and Activities"; H. T. Wright, Equitable of New York, Chicago, on "Increasing Your Insurance Sales," and J. R. Hastie, Mutual Life of New York, Chicago, on "Modern Sales Approach."

Indianapolis—John D. Jensen of Chicago will address the April meeting of the Indianapolis association April 29, on "Positive Mental Attitude." A meeting in honor of Eibert Storer, president National Association of Life Underwriters, will be held May 20. Local service clubs will be invited to participate.

\* \* \*

Colorado—A. J. Gould, Jr., prominent attorney specializing in corporate business organization and probate work, spoke at the April meeting of the Colorado association in Denver on "Business Insurance Trusts."

"Life insurance written pursuant to

"Life insurance written pursuant to "Life insurance written pursuant to stock purchase trust agreements presents the life insurance man's greatest field," he declared. He said that stock purchase trust agreements presenting the means whereby the interest of a controlling stockholder in a business passes to the surviving controlling stockholders and the value of said interests is paid in cash to the estate of the deceased stockholder are of greater importance to business men than is generally realized.

Boston — The stabilizing factors

Boston—The stabilizing factors of life insurance were discussed by Vice-President Frank L. Jones, Equitable Life of New York, at the monthly luncheon of the Boston association.

"If the stability of life insurance," said Mr. Jones, "based as it is upon stable factors, can illustrate to the people of America the great advantage of stabilizing business by the introduction of long time factors, then life insurance will play an added part in the conservation of values, both life and property."

In salesmanshlp, said Mr. Jones, there is no need to desert the idea of protection, but it is a fact that stability is the need of the hour in all forms of business, and it is the desire of people generally to attain for themselves as large degree of stability as possible. Life insurance offers the best immediate available method of gaining the kind of stability which people seek.

\*\* \*\*

\*\* Hartford—Charles J. Zimmermann, general agent in New Jersey for the

\* \* \*

Hartford—Charles J. Zimmermann, general agent in New Jersey for the Connecticut Mutual Life, was the guest-speaker at the luncheon-meeting of the Hartford association April 26.

Akron, O.—Will Taylor, secretary of the Franklin Life, addressed the Akron association on "The Sky Line of Life Insurance." Twenty-nine new members were elected at the meeting. Last week the Akron association held a joint meeting with the Lions and Mercators clubs, at which Roger B. Hull, managing director National Association of Life Underwriters, spoke.

Fort Smith, Ark.—John M. Andrews, general agent Guardian Life, was the principal speaker at the monthly meeting of the Fort Smith association.

\* \* \*
Pine Bluff, Ark.—More than 50 percent Pine Bluff, Ark.—More than 50 percent of the "big business men" have been "wiped out" during the present period of depression, G. H. Campbell, general agent Aetna Life, Little Rock, told the Pine Bluff association. He declared that unless men keep their assets safeguardeby safe investments such as life insurance that they may expect to be "wiped

Large middle western company of excellent repute has opening for trained actuary to take charge of mathematical and statistical divisions of actuarial department. Must be associate or fellow by examination of Actuarial Society or Institute of Actuaries and have several years practical experience. State age, present connection, salary, and experience, especially in supervising work of others. Address W-39, The National Underwriter, Chicago.

out" at least four times in the next 30

years.

"Some people say they are afraid to put their money into life insurance, as they feel life insurance companies are spending too much of their surplus, that they have too much money in farm mortgages and railroad securities," Mr. Campbell said. "No company should be criticized because it uses its surplus; that is what it is for—to help the people in conditions as they are at the present time."

### Gives Full Time to Pyramid

President Jones Retires From Active Affiliation With the Independence Trust of Charlotte, N C.

Eddie E. Jones, president of the Pyramid Life of Charlotte, N. C., who has been cashier and active vice-president been cashier and active vice-president of the Independence Trust Company of of the Independence Trust Company of his city, having been associated with it for 20 years, retires from active affiliation with the trust company in order that he may give his time to the life company. Mr. Jones had a large part to do with the establishment of the Pyramid Life and from its start has been its president. However, his bank position has been so exacting in his demands that he has been unable to give position has been so exacting in his demands that he has been unable to give the life company the attention that he desires. He will retain his official connection with the Independence Trust and act in an advisory capacity. He is regarded as one of the foremost bankers of North Carolina and a very able business man. The Pyramid Life has had a splendid growth and is extending its operations. It needed, therefore, Mr. operations, It needed, therefore, Mr. Jones to give his time and attention

### Shapro Appoints Associate

Trousdell in Charge of Several California Counties for Penn Mutual, Assisted by Zimet

SAN FRANCISCO, April 28.—Along with opening new offices at San Jose, Ben F. Shapro, general agent Penn Mu-Ben F. Shapro, general agent Penn Mutual, announces appointment of Lloyd C. Trousdell as associate general agent in charge of Santa Clara, Santa Cruz, Monterey, San Benito and San Luis Obispo counties, with headquarters in San Jose, effective May 1.

Mr. Trousdell was district manager of the Equitable of New York in that territory for 11 years, resigning Jan. 1. Since then he has led the Sullivan agency of the Equitable as personal producer.

Associated with Mr. Trousdell as immediate assistant, will be Ravid H. Zimet, manager Equitable at San Jose since Jan. 1 and previously outstanding producer in the San Francisco office.

### Beal Assistant Treasurer

Theodore M. Beal has been appointed assistant treasurer of the Mutual Benefit Life. He has been a member of the finance department since 1928, giving

his attention to farm loans.

A native of Ohio, Mr. Beal attended Otterbein and Wooster colleges and was graduated from Ohio State University in 1917. The next six years he spent

### SUPERINTENDENT OF **AGENTS WANTED**

A small but very stable old line Life Insurance company with an enviable record covering many years, located in Middle Western territory, desires the services of a Superintendent of Agents at a moderate salary. Please state experience and furnish references. Address W-40, The National Underwriter, Chicago.

in government agricultural work in Ohio and Indiana. He subsequently became manager of the Springfield territory for Evans, Devore & Co., farm loan correspondents of the Mutual Benefit.

### Occidental Life Election

SAN FRANCISCO, April 28.—L. M. Giannini was elected president of the Occidental Life at a meeting here April 25 with Robert J. Giles as vice-presidents. , secretary and general manager. F. Hope was reelected vice-president and actuary, and Vernon H. Jenkins, vice-president in charge of production.

\$1,000 to \$1,600

Ordinary Life Insurance at An Average Cost GUARANTEED OF ONLY \$14.00 per \$1,000

Of course issued in larger amounts

### ALL PREMIUMS RETURNED

in addition to face of policy in event death before age 60

FULL FACE THEREAFTER AND PREMIUM REDUCED 20%

Original cost, age thirty, \$21.40 per \$1,000 to age 59; \$17.19 per \$1,000 thereafter

Write for Sample and Particulars

This is one of many unique contracts

Federal Union Life FRANK M. PETERS. Presid Cincinnati, Ohio



The World's Tallest Hotel

## When You Travel to CHICAGO

You will like the atmosphere at the Morrison. All outside rooms with bath, circulating ice water, bedhead reading lamp, and Servidor. A special floor is reserved exclusively for

The Morrison is nearest to stores, offices, theatres and railroad stations. Automatic garage facilities.

2500 Rooms \$3.00 Up LEONARD HICKS Managing Director

## MORRISON HOTEL

Clark and Madison Streets CHICAGO

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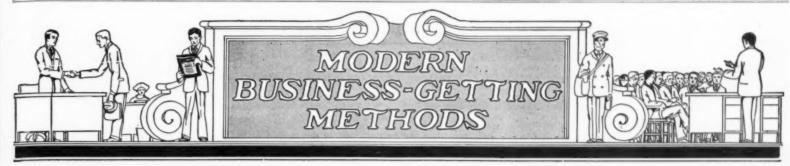
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## Prospecting Plan Presented at Kansas City Sales Congress by E. S. Albritton, Provident Mutual

At least 50 percent of an agent's time should be devoted to prospecting, E. S. Albritton, general agent Provident Mutual in Chicago, declared in a talk on "The Problem of Prospecting" at the Kansas City, Mo., sales congress under auspices of the life underwriters association there

ciation there.
"We can learn a good lesson from the five-cent package of chewing gum," he said, "which devotes more than 60 percent of the nickel to prospecting in the form of advertising." the form of advertising.

## Occupation Important Factor in Big Cities

Mr. Albritton holds that in large centers, such as Chicago, New York, Kansas City, occupation plays an important part in any prospecting method. Similarly, in agencies with thousands of old policyholders the prospecting plan is different than in a small agency or with an individual producer in rural areas.

Mr. Albritton finds the old definition exploded which terms everyone a pros-pect, and he says the more recent depass the examination, can pay the pre-mium and has a definite need for the insurance is a self-evident fact and therefore becomes trite rather than a creative conception. He says a working definition is needed. Mr. Albritton prefers the definition: A prospect to you is an individual whom you can reasonable and the says a working definition. sonably expect to sell now or in the

## Places Emphasis on Preparation, Not Closing

Mr. Albritton finds overemphasis on closing and not sufficient accentuation of preparation. "Successful closing," he says, "is the careful selection of an

"Consider these three phases for a oment. Now get this: The most immoment. portant is the carefully selected individ-ual prospect. An individual's life insurance program is a sacred, serious mat-ter. If approached lightly, it will be arranged in a haphazard manner. Therefore you must know everything possible about your prospect. His character, about your prospect. His character, family, ideals, needs, and approximate income and worth. Then your prospect must know about you. That you are honestly trying to serve him, attempting to help solve his problem, and that you stand for high endeavor and honest service in your profession.

## Connecting Link Is Service to Others

"Finally there must be a connecting link-if not, you must create one; and the very finest kind is the knowledge the very finest kind is the knowledge on his part of a service you have already performed for someone else. Until these pre-requisites are accomplished, and only then, have you carefully selected an individual prospect.

"I am firmly convinced that the fundamental weakness in prospecting on the part of most life underwriters is the lack of knowledge, or definition, if you please, of what constitutes a real care-

lack of knowledge, or definition, if you please, of what constitutes a real carefully selected individual prospect. Just because you hope you can sell some individual, or you have a hazy feeling he might buy, does not mean that this individual has reached the prospect stage by a considerable degree.

"Next in importance, I think, is that the life salesman should possess a rather definite idea of how many prospects he

definite idea of how many prospects he should have in order to be able to say he has 'enough.' A good many underwriters, and my own experience, lead me to believe that too large a list is almost as bad as one not large enough, and that the correct number is around almost as bad as one not large enough, individual prospect; a specific, well prepared presentation covering his particular needs and interests, folowed by a forceful driving through to the only logical conclusion possible—his reaching out and taking what he wants and needs.

This is an understandable pect cards.

and a quite interesting plan.
"In explaining the idea to the new "In explaining the idea to the new agent, there are two or three questions I ask him. First, I ask: 'I presume in this era of Culbertson vs. Official that you play some form of bridge, or perhaps good old-fashioned poker. So what is the biggest card in a normal deck of playing cards?' You get the answer, 'The Ace of Spades.' Then I pick up this bronze plaque and say, 'Suppose this were solid gold and worth \$300. and I was good natured enough to Suppose this were solid gold and worth \$300, and I was good natured enough to give it to you on top of the regular commissions if you would go out and bring me in a completed application within the next 24 hours. Would you get that application?' The invariable answer is, 'You bet I would.'

"That leads to the next question: 'To whom would you go as a prospect from whom you are going to obtain this completed application in spite of every obstacle? Ponder your answer well, because this is your Ace of Spades and we want to take the first trick.' Then I point out to him that there are there. point out to him that there are three other aces, then four kings and on down the line; and I emphasize the fact that even a deuce takes a trick when it is of the trump suit or of an established suit.

### List of Prospects Prepared Before Start

"I feel that the new man should never be permitted to start out selling life insurance until he has completed his deck of prospect cards; and that deck should be carefully worked over by him and his general agent, eliminating marked cards and otherwise seeing that the deck is not defective. Then I ex-plain to the new agent very, very care-fully the necessity of each evening shuffully the necessity of each evening shur-fling to the top the aces and the kings for the next days' work. Finally I point out how necessary it is to always main-tain a complete deck of fifty-two pros-pect cards. Fifty-two prospect cards with an Ace of Spades on top. Can't you just visualize a sale coming up with all of its attendant pleasure and re-muneration? However, remember that muneration? However, remember that it must be a real deck of fifty-two pros-

"But how are you going to construct this deck of prospect cards? The new agent and many veteran underwriters do not know what a real prospect is. You must make yourself able to iden-

tify a real prospect when you see one, and, more to the point, you must be able to discover real prospects in order

to identify them.
"There are two broad sources of real prospects—just names and contacts. The word 'names' always suggests to me the cold canvass idea. Cold canvass may be all right with old-timers and frankly I have two salesmen in my Chitrankly I have two salesmen in my Chicago agency who regularly astound me with the results they secure from this method of prospecting. However, if you are relatively new in this life insurance selling and want to get a real dose of discouragement just start out on the cold canvass method. You probably will be back in a few days telling your general agent the world is pretty hard-boiled and that you are not so hard-boiled and that you are not so sure about this insurance business.

## Considers Contacts Are Better Than Names

"I prefer to eliminate 'names' as a source of prospects and get into contacts. There are many sources of contacts and most salesmen have more than they think they have. I took a stand several years ago that I would not admit into my organization a man not admit into my organization a man who could not produce two hundred contacts. Maybe I have lost good men by that stand, but I certainly brought men into my organization who could go out with the material to get started. "What is a contact? I think friends, associates, and speaking acquaintances form our best contacts, and that through these you can reach out and make many

these you can reach out and make many more contacts. Do not eliminate your close personal friends from your prospect list. Frankly they expect you to solicit them for life insurance and you should not disappoint them.

### Arbitrary Selection Suffices at Start

"So now our problem is getting a little easier. We only have to construct fifty-two real honest to goodness prosfifty-two real honest to goodness prospects out of two or three hundred contacts. Perhaps to make a start we should arbitrarily pick out fifty-two with whom we think we have the best chance of getting to first base. This, of course, is not very accurate, because we do not know whether or not they are really presented. However, there is a way to prospects. However there is a way to determine this fact and this method I (CONTINUED ON NEXT PAGE)

## Reciprocity - -

Physicians and mothers know full well that the "second summer" is the crucial one in an infant's development. Conscientious life underwriters know equally well that the second year is the danger period in the history of the average policy. Just as physician and mother are particularly observant and cautious for symptoms of illness during this hazardous time, so is the farsighted salesman alert and active for the preservation of his client's estate.

If the agent and his company wish to cling to as many policyholders as possible through the first two precarious years, the best way to assure results is by ADEQUATE COMPENSATION for the winning of the first renewal premium. In other words, when the company makes RENEWAL PAY WELL—as it logically should—there is greater satisfaction and service to client, agent, and company.

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## Motivation Prime Sales Factor

That action is the most important fac-tor in present day life insurance selling was emphasized at the April meeting of the Milwaukee Association of Life Underwriters by E. B. Thurman, Chicago general agent New England Mu-Mr. Thurman disagreed with the ion of salesmanship as "personal-

tual. Mr. Thurman disagreed with the definition of salesmanship as "personality plus a process," insisting that action is the vital factor in the definition.

Individuality engaged in life insurance, he said, is not of supreme importance, as there are so many different types of personality which have proved successful and no one can say what is the best type to have in selling life insurance. The same thing holds true of processes, or sales methods. Action, he processes, or sales methods. Action, he holds, is the deciding factor. The chief problem of life insurance men today is how to keep active.

### Motivation Primary Need

Mr. Thurman stated that people keep active because they are motivated, both active because they are motivated, both from outside and within. Exterior motivation is important, but regardless of the amount, size and frequency of application of this motivation, it does not entirely solve the problem. Life insurance men, Mr. Thurman said, must look within themselves for their strongest motivation.

They may be moved to sell life insurance in order to make enough money to meet the demands of creditors, or because they have ambitious wives or other relatives. This is outside motivaother relatives. This is outside motiva-tion. Mr. Thurman holds that unless a life insurance salesman can orient him-self to get his chief joy and happiness from his job, he is not properly mo-tivated, as in such a case everything which he does in his spare hours is essentially vicious, robbing him of his efficiency and thereby destroying not efficiency and thereby destroying not only his ability to do an acceptable day's work, but keeping him from enjoying whatever he does in his hours of leisure.

### Illustrates His Point

He gave as an illustration the shortening of working hours and increased scale of wages, brought about in many indus-tries by the demands of organized labor for better working conditions. This gave a margin of time to workmen

### Prospecting Plan Offered by Albritton at Congress (CONT'D FROM PRECEDING PAGE)

like to call the double interview simply because the plan calls for an interview which almost automatically produces a

which almost automatically produces a second interview if your contact is going to become a genuine prospect."

Mr. Albritton said he asks a man for only a "couple of minutes" and declares he is not there to sell any life insurance that day. This helps to lower the bars. Often the man says, "All right. What can I do for you?" which Mr. Albritton considers a fine lead.

### Information Sought in First Interv

He then asks for some information, amount and kind of insurance, an ink-ling as to some of the man's needs, something about his family, his finan-cial ability, and his date of birth. But he asks for this near the end of the interview as often it creates sales resist-

ance.
Finally, Mr. Albritton rises, asks what time of day the man is least busy, and what is the lightest day in the week. He then leaves. He explains that if he obtains most of this information he generaly has a real prospect, and if the man answers the last two questions Mr. Albritton practically has been invited to

ritton practically has been invited to return for a second interview.

Approximately half the people interviewed furnish the desired information, Mr. Albritton says. And he considers them excellent prospects.

which Mr. Thurman said they were for the most part unsuccessful in improving to best advantage. This was so because they looked to something outside for their happiness. Mr. Thurman is of the belief that the heart of religion is a man's own work well done.

President K. W. Jacobs of the association was in the chair. Alvin Moser

reported that the association, organized in January, now has 200 paid members, representing practically all life companies writing in Wisconsin.

### Crane Estate Hit Heavily by Federal Tax, Security Drop

Another outstanding instance of a great estate which depreciated heavily because of the slump in security values and apparently would be almost wrecked by application of the federal estate tax on the basis of valuation at the time of testator's death, a subject given conof testator's death, a subject given congressional consideration recently, is the estate, just probated, of R. T. Crane, Jr., late president of the Crane Company, who died Nov. 7, 1931. On that date his estate was estimated worth \$19,000,nis estate was estimated worth \$19,000,-000 and at present only \$5,500,000. Federal estate tax sought to be collected is \$3,086,140. After payment of this and specific bequests in his will, it is estimated, his widow and two children, his principal heirs, would get only about \$500,000.



## Little Jumping Goat Gave Its Name to TAXICAB

Taxicab is an abbreviation of taximeter-cab-Taxicab is an abbreviation of taximeter-cab-rielst — a vehicle carrying an instrument for auromatically registering the fare. The name cabrielst is the diminuitive of the French cab-riels, meaning "a leap" like that of a goat, and was applied to this type of carriage because of its light, bounding motion. Cabriels came from the Italian capriels meaning "a somersault," from Latin caper "a he-goat," capra "a she-goat." There are thousands of such stories about the origins of English words in

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